NORTH CAROLINA RURAL ELECTRIC COOPERATIVE MAGAZINE

THE Carolina Farmer

Combined in Limited Edition With
The Electrifier

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SEPTEMBER, 1952

NORTH CAROLINA STATE FAIR—OCT. 14-18

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One Era Ends—Another Begins

We carry two new stories in this issue which, taken together, may have a real significance for the rural electrification program. The two events occurred several hundred miles apart and we doubt that the principals knew each other.

One story announces a death—the other, a dedication.

"Mr. Charlie" Goodman was a great man. He had courage and broad vision. Through his efforts thousands of people who knew him only by name will have a little better life. Because he lived, his own particular world will be a better place for those who will follow him. He was a school teacher, a church worker and a director of a rural electric cooperative. He served in the latter capacity for thirteen years.

"Mr. Charlie" was one of the first directors of the Blue Ridge Electric Membership Corporation. He was one of the first men in his area to see the real need for rural electrification and work to achieve it. In this sense he symbolizes the hundreds of men in our state who had similar vision. He symbolizes the years of hard, often thankless work necessary to the establishment of an electric cooperative.

The other story announces the dedication of a modern office building for another co-op. Perhaps the pressing need this co-op felt for adequate working space is also symbolic. Perhaps it represents the near achievement of everything such men as "Mr. Charlie" have worked for. Today, thanks largely to the efforts of these men, the rural electric co-ops stand on a firm foundation, ready and eager to enter a new era of service.

We would be unworthy of our heritage if we ever allowed any of our future achievements to overshadow the tremendous debt we owe to these pioneers.

Not on the Roanoke

From the Raleigh *News & Observer*

It has been only a few weeks since North Carolina and other states were suffering from a disastrous drought.

Now there has been so much rain that warnings against floods are being issued. The warnings do not apply to the river which has produced the most disastrous floods in the State's history.

Floods on the Roanoke River have been ended by the John H. Kerr Dam. Yet, some of the people living in the Roanoke valley want to turn over that dam to the private power companies who refused for years to dam the river and would not have built the proper sort of dams or regulated the flow of water with an eye to flood control rather than their own uses had they done so.

The Carolina Farmer

Dedicated To Better Rural Living

Published Monthly by

THE TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION

P. O. BOX 2854 Raleigh, N. C.

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WASHINGTON REPORT

BY WILLIAM S. ROBERTS
Editor, RURAL ELECTRIFICATION
Official Publication of the
National Rural Electric Cooperative Association

Folks in the biggest city of the world are getting a taste of what farmers went through arying to obtain electric service at a cost they could afford to pay. High rates and line construction "contributions" were big factors in holding the farmer back before REA came into the picture. Even after he obtained services through his own REA-financed co-op, the farmer found that sources of wholesale supply were inadequate and costly. Almost from the beginning REA had to make loans to finance generating plants to keep farm lines hot. When farmers began producing their own power, and sought a share of the Federal government's low-cost hydro-electric generation, things happened. Wholesale rates of private utilities tumbled in the face of this "competitive" source of power.

The largest city, New York, is served by Consolidated Edison Company. A rate hike to commercial and industrial firms which, like rural electrics, used large blocks of power, made a lot of Consolidated Edison's major customers very unhappy. They held a protest meeting this month in the face of the prospects of paying $13-million more in power bills. Their protest meeting resembled some of the gatherings of farmers' electric cooperatives.

The chairman suggested that industries, businessmen and real estate owners should erect their own power plants. A former Consolidated Edison employee, now a power engineer with several landlords as clients, made an alternative proposal that New York's commercial and industrial organizations form a cooperative to build one large power plant in

(Continued on Page 15)

From Our Mail Box

To the Editor:

Congratulations on the CAROLINA FARMER! We look forward to the additional improvements you are considering, but even if no further changes are made, you have a bang-up good magazine.

Allyn A. Walters,

Washington, D. C.

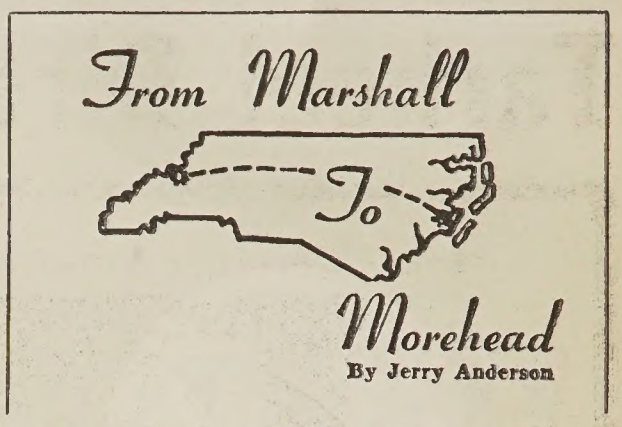
Many Thanks—Editor.

To the Editor:

I have just read "Sunshine From Glass" in the August issue of the CAROLINA FARMER. This sounds like a wonderful idea. We are planning to remodel and enlarge our home soon and will appreciate it if you could send us some additional information regarding complete costs and the average amount of electricity consumed monthly.

Daniel R. Bunton,

Statesville



By Jerry Anderson

Well, we finally made it—Morehead, that is. The occasion was the quarterly meeting of the directors of the Tarheel Electric Membership Association at Atlantic Beach last month. Everything was wonderful and just as we'd always heard — from the delicious seafood dinners to the warm hospitality of the people.

This meeting will be memorable from many respects; for one thing, it marked the formal debut of Bill Crisp and myself in our new capacities in the Association. We were enthused by the favorable reaction of the directors to our proposals for setting up the state office. It is comforting and encouraging to know that you have such a group of capable men behind you.

Plans for the state office claimed a lion's share of the working hours at the meeting, but directors found time to enjoy a brief, well-earned holiday in the pleasant surf of Atlantic Beach. A few of the fishermen unlimbered their tackle for a fling in the Gulf Stream. Within a few hours after one such excursion we heard that "Doc" Crowe, manager of the Forest City co-op, had landed a 50-pound marlin, a 55-pound amber jack and a 60-pound tarpon.

We never did learn what he actually caught, but whatever it was, it set "Doc's" sporting blood afire. Last people we saw before leaving the Beach were two people who had made the long trip in his car; they were wondering when they would ever get home.

Many of those who attended the meeting took their families along. The latter, resigned

(Continued on Page 15)

To the Editor:

I am very much in favor of your new exchange and for sale department. I believe you will find it a great medium to assist the farmers to dispose of and exchange machinery and articles for which they have no further use. Wishing you great success.

F. Goodwin,

Wadesville

To the Editor:

I read the articles in the CAROLINA FARMER about lightning. Is it best to turn the lights off during a storm? I turn them off and unplug my radio. Also, is television dangerous?

Ethel Black,

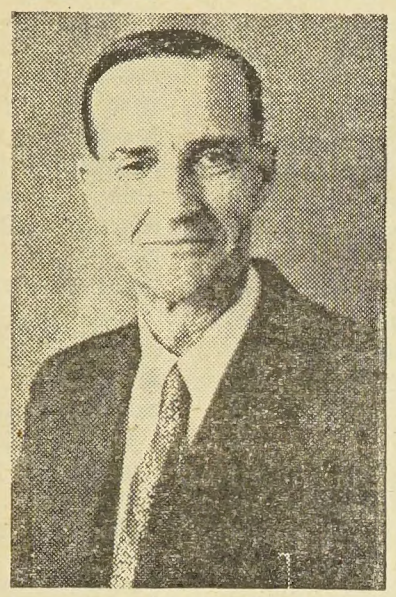
West End

There's no reason to turn lights off. It is a good idea to unplug a radio or television set during a storm. Television is not dangerous, except in antenna installation.

Lighting experts say that glare is almost as dangerous to young eyes as insufficient light.

Tarheel Directors Meet at Morehead

North Carolina Loses a Pioneer



Joseph Charles Goodman

Joseph Charles Goodman, president of the Blue Ridge Electric Membership Corporation of Lenoir, died of a heart attack at his Ashe County home on August 15.

Goodman, 74, was one of the real pioneers of rural electrification in North Carolina. He was instrumental in getting lines extended in his native Ashe County early in 1939; and in that year his neighbors elected him to the Blue Ridge Board of Directors. In 1944 he was elected vice president of the cooperative. He was elevated to the president's post in 1945 and served in that capacity until his death.

Affectionately known to his host of friends as "Mr. Charlie" and "Professor," Goodman served as moderator of the Ashe Missionary Baptist Association for 25 years and taught school for forty years prior to his retirement a few years ago.

"Mr. Charlie's" death was deeply felt throughout North Carolina. He made a very real and lasting contribution to the welfare of our rural people. And he leaves behind him a gripping and inspiring monument to his life—the far-reaching lines of the Blue Ridge Electric Membership Corporation.

He is survived by his widow and two daughters, Mrs. Jessie Jones and Miss Clyde Goodman.

Adopt Budget, Policy for State Office—Hear Asher, Cochran

Electric co-op leaders from all parts of North Carolina gathered at Morehead City August 20-21 for the quarterly meeting of the directors of the Tarheel Electric Membership Association.

Some 60 managers and directors of local co-ops were on hand when President Clayton Moretz of Sanford banged down the gavel for the opening session in an Atlantic Beach hotel. The following two days were crammed with activity as the Association heard reports from its trade committees and polished plans for establishing the new state office in Raleigh.

William T. Crisp, Tarheel's executive manager, reported that office space had been secured in the Capital City suitable for both the Association and THE CAROLINA FARMER. He presented a budget and policy statement, each carrying the approval of the executive committee, for consideration by the directors.

The policy statement, unanimously approved by the group, calls for an agressive program aimed at informing the public of the purpose and achievements of rural electric cooperatives.

John W. Asher, Northeast Area Director for the Rural Electrification Administration, appeared on the program at the opening

(Continued on Page 14)

Blue Ridge Pays Off REA Notes 22 Years Ahead of Schedule

Manager C. E. Viverette announced this month that the Blue Ridge Electric Membership Corporation of Lenoir recently paid off two REA notes totalling $180,000.

In his monthly report to members, Viverette stated that the co-op's board of directors voted on July 12 to pay in full the $130,715.04 principle and interest balance on notes B1 and C2. Final payment on the two notes was not due until 1973 and 1974.

The two notes were burned at Blue Ridge's annual meeting in Lenoir on September 13.

The Blue Ridge cooperative operates a huge network of distribution and transmission lines in the Northwestern part of the state. It serves some 13,000 members and is the largest electric co-op in North Carolina.

Carolina Farmer Has New Staff

William T. Crisp, executive manager of Tarheel Electric Membership Association announced last month that Jerry L. Anderson, of Marshall, would remain as full-time editor of THE CAROLINA FARMER.

Anderson, 25, has been acting editor for the Association magazine for several months. He has been on leave of absence from the French Board Electric Membership Corporation of Marshall,

(Continued on Page 13)

Eastern Rowan Gets New Phone Loan

The Rural Electrification Administration announced this month that the Eastern Rowan Telephone Company, Granite Quarry, would receive an additional telephone loan of $80,000. This will be REA's second loan to the company.

The funds will be used to furnish facilities to serve 50 rural subscribers not included in the first loan to this company. In addition, the loan will cover increased costs of construction since the original loan was approved.

Construction is now about 85 per cent complete. The cutover is now planned for the middle of October.

The improvements and expansion made possible under the two REA loans will result in modern service for 1,350 rural families and establishment of over 124 miles of line in Rowan County. All of the subscribers of the Eastern Rowan Telephone Company will be able to call Salisbury, their financial and trade center, without toll charge. Basic plant facilities will be provided to serve all potential subscribers in the operating area who may wish service.

Shown above are managers and directors of N. C. co-ops who attended the August Meeting at Atlantic Beach.

STATEMENT

Pacific Fire Insurance Company, New York, N. Y. Condition December 31, 1951, as shown by Statement filed.

Income—From Policyholders,	$8,743,107.10
Miscellaneous,	467,840.79
Total,	$9,210,947.89
Disbursements—To Policyholders,	$3,694,227.61
Miscellaneous,	4,602,256.15
Total,	$8,296,483.76

ASSETS

Bonds		$10,075,013.63
Stocks		6,892,987.00
Mortgage loans on real estate		3,200.00
Cash and bank deposits		989,299.52
(Cash and invested assets, sum of items 1 to 7 inclusive	$17,960,500.17	
Agents balances or uncollected premiums	$ 1,969,985.69	
Less ceded reinsurance balances payable	393,591.35	
Funds held by or deposited with ceding reinsurers		10,836.92
Bills receivable, taken for premiums		27,986.71
Reinsurance recoverable on loss payments		171,268.00
Interest, dividends and real estate income due and accrued		52,388.33
All other assets as detailed in statement		80,228.68
TOTAL ADMITTED ASSETS:		$19,879,603.15

LIABILITIES, SURPLUS AND OTHER FUNDS

Losses unpaid		$ 1,270,063.00
Loss adjustment expenses unpaid		114,911.69
Contingent commissions and other similar charges		144,628.00
Other expenses (excluding taxes, licenses and fees)		
Underwriting	$ 23,017.46	
Investment	2,261.18	25,278.64
Taxes, licenses and fees (excluding Federal income taxes)		
Underwriting	$ 217,863.73	
Investment		217,863.73
Federal income taxes		360,000.00
Borrowed money		8,734,386.07
Funds held by company under reinsurance treaties		78,291.18
Unearned premiums on reinsurance in unauthorized companies		112,538.54
Reinsurance on paid losses and on unpaid losses due from unauthorized companies		28,486.19
All other Liabilities, as detailed in statement		1,204.65
Total liabilities		11,030,679.31
Capital paid up	$ 1,000,000.00	
Unassigned funds (surplus)	7,848,923.84	
Surplus as regards policyholders		8,848,923.84
Total		$19,879,603.15

BUSINESS IN NORTH CAROLINA DURING 1951

Line of Business	Net Premiums	Net Losses Incurred
Fire	$49,845.00	$14,300.00
Extended coverage	4,690.00	4,817.00
Torn., wind., cyc., hail (except growing crops)	289.00	292.00
Sprinkler and water damage	28.00	
Expl., riot, civil comm.	1.00	
Earthquake	4.00	
Ocean marine	25.00	
Inland marine	427.00	2,414.00
Aircraft phys. damage	502.00	7.00
Auto phys. damage	17,222.00	3,550.00
Total	$73,031.00	$25,366.00

President, A. E. Heacock; Secretary A. R. Matthews; Home Office, Platt & Gold Sts., New York 38, N. Y. Attorney for service: Waldo C. Cheek, Commissioner of Insurance, Raleigh, N. C.

STATE OF NORTH CAROLINA
INSURANCE DEPARTMENT,
Raleigh, May 26, 1952

I, Waldo C. Cheek, Commissioner of Insurance, do hereby certify that the above is a true and correct abstract of the statement of the Pacific Fire Insurance Company, of New York, N. Y., filed with this Department, showing the condition of said Company on the 31st day of December, 1951.

Witness my hand and official seal, the day and date above written.

Waldo C Cheek
(Seal) Commissioner of Insurance

STATEMENT

Pacific Indeminty Company, Los Angeles, Calif. Condition December 31, 1951, as shown by Statement filed.

Income—From Policyholders,	$27,424,254.63
Miscellaneous,	$ 1,998,578.71
Total,	$29,422,833.34
Disbursements—To Policyholders,	$14,596,074.62
Miscellaneous,	$12,167,698.27
Total,	$26,763,772.89

ASSETS

Bonds		$21,076,203.72
Stocks		11,946,975.00
Cash and bank deposits		4,925,158.99
Agents balances or uncollected premiums	$5,278,185.61	
Less ceded reinsurance balances payable	$ 416,663.93	
Reinsurance recoverable on loss payments		128,698.19
Interest, dividends and real estate income due and accrued		102,568.84
TOTAL ADMITTED ASSETS		$43,041,126.42

LIABILITIES, SURPLUS AND OTHER FUNDS

Losses unpaid		$19,251,596.00
Loss adjustment expenses unpaid		332,050.00
Other expenses (excluding taxes, licenses and fees)		
Underwriting	$ 10,000.00	
Investment		10,000.00
Taxes, licenses and fees (excluding Federal income taxes)		
Underwriting	$ 690,701.00	
Investment		690,701.00
Unearned premiums		10,774,778.49
Dividends declared and unpaid:		
(a) Stockholders		112,500.00
(b) Policyholders		374,020.51
Amounts withheld or retained by company for accounts of others		913.69
All other Liabilities, as detailed in statement		79,076.53
Total liabilities		31,625,636.22
Capital paid up	1,500,000.00	
Unassigned funds (surplus)	9,915,490.20	
Surplus as regards policyholders		11,415,490.20
Total		$43,041,126.42

BUSINESS IN NORTH CAROLINA DURING 1951

Line of Business	Net Premiums	Net Losses Incurred
Workmen's compensation	$207.00	$ 5.00
Auto liability	18.00	1,260.00
Auto property damage	9.00	255.00
Auto phys. damage	241.00	981.00
Surety	44.00	
Total	$519.00	$2,501.00

President, Wm. F. Gaynor; Secretary, P. B. Kehr; Home Office, 3450 Wilshire Blvd., Los Angeles 5, Calif. Attorney for service: Waldo C. Cheek, Commissioner of Insurance, Raleigh, N. C.

STATE OF NORTH CAROLINA
INSURANCE DEPARTMENT
Raleigh, June 18, 1952

I, Waldo C. Cheek, Commissioner of Insurance, do hereby certify that the above is a true and correct abstract of the statement of the Pacific Indeminty Company, of Los Angeles, Calif., filed with this Department, showing the condition of said company on the 31st day of December, 1951.

Witness my hand and official seal, the day and date above written.

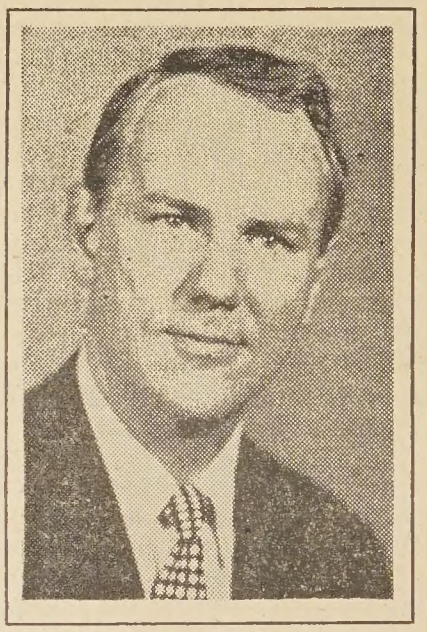
Waldo C. Cheek
(Seal) Commissioner of Insurance

Statewide Report:

Give The People Truth!

By William T. Crisp

YOUR Statewide Association has moved into its offices in Raleigh. Across its doors at rooms 912-918 in the Commercial Building are printed these words: "Tarheel Electric Membership Association, Inc., Publishers of THE CAROLINA FARMER." We are quite proud of these words. We are prouder yet of a second phrase that accompanies the first: "Representing 500,000 Rural Electric Consumers." These latter words are the key to who we are and what we are doing here.



William T. Crisp

We are, in short, a trade promotion organization, and we are telling a story which all North Carolinians are proud to hear. It is the story of how, some fifteen years ago, this state's rural areas were only three per cent electrified, and of how the farm people of North Carolina joined arms in a coorperative effort to change that picture.

It is the story of how some fifty-five courageous men started the first electric membership corporation in America and how both they and their idea grew until today 32 such cooperatives serve the electric power needs of some 160,000 families—roughly half a million people.

Unfortunately, this is a story which many North Carolinians have never heard. Even a few of our own consumer members do not know the entire story. That is why we are sometimes confronted with criticisms and an attitude that questions the rightness of our program.

We believe that a simple understanding of the *facts* about our program will go a long way toward changing this attitude. Indeed, it is hard to see how anyone, after learning the full story of our growth and service, could do anything less than give his wholehearted approval to the job that has been done.

During the past fifteen years of our existence the consumers of rural electric power have invested an average of $1100.00 each in the purchase of electric appliances and equipment. When we multiply that figure by the 160,000 consumers involved it becomes quite evident that rural electrification has greatly stimulated North Carolina's economy as a whole.

There is, of course, no way of accurately measuring the extent of our contribution to business in general. We may be sure, however, of one thing: bring electric power to the farm areas of this state has had a tremendous effect on the life of all our people. Farm production and income, conveniences in living, health, sanitation standards, recreational opportunities, church and educational facilities—all of these have been given an undreamed of "boost" by our program.

THE CAROLINA FARMER, which Tarheel Electric owns and publishes, is one of the outlets we will use in telling this story. This magazine will, of course, publish several kinds of material which will be of interest and aid to our readers. We want it to become the finest magazine of its type in North Carolina, and we are working now to increase its circulation from its present 52,000 to over 100,000 subscribers.

Telling the story of rural electrification is not, of course, all that your new state office is doing. We are cooperating with the membership cooperatives by aiding them in carrying on their service programs in every way possible. We wish to extend a cordial invitation to all our readers to drop in on us in Raleigh anytime you are in this vicinity. We shall be happy to show you through *your* new state offices.

The State Agricultural Mobilization Committee found in 1951 that 440,000 acres of land in North Carolina were being cultivated that should be in trees or grasses.

Copper Available For Farm Program

Adequate supplies of copper are available to meet the demands of REA's "Electric Farming Campaign," according to informed Washington observers. There is high demand, but output is increasing. An adequate amount of wire for on-farm use, fractional horsepower motors and electrical equipment to meet any foreseeable increase in demand appears assured, although the world copper supply may remain fairly tight for several years.

Two factors which can still seriously affect the supply of copper are all-out war and crippling strikes in industry.

Copper wire for home and farm use seems to be in reasonably good supply. Department of Agriculture reports show that very few areas have any kind of farm wire shortage at all.

Farmers are in a favored position when it comes to purchasing wire for their farm operations. Under Controlled Materials Plan Regulation 5, a farmer has a liberal quota for replacing worn-out wire, and under Controlled Materials Plan Regulation 6, he can apply to USDA for an allotment of any cooper wire materials he is not able to purchase on the open market for use in new construction. The Department has a generous allotment of wire at its disposal for this purpose. Most farmers have been able to fill their requirements in the open market.

A second important farm demand for copper which would develop from a stepped-up power use program would be fractional horsepower motors. The demand for these motors fluctuates widely and though recently at a low level, has not picked up greatly following easing credit controls. The production potential is ample

(Continued on Page 13)

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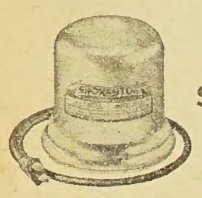

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WITHOUT safety precautions the use of heat lamps for brooding can be dangerous. Never use brass shell or bakelite sockets or lamp holders on infra-red heat lamps. They can't withstand the heat. Use only porcelain sockets which are shock proof as well as heat resistant.

Type SJ all rubber cord is the only type recommended for heat lamps. Don't use a twisted cotton covered lamp cord. The lamp itself should not be hung by the cord. Use a light-weight chain or wire to hang the lamp from the ceiling so that it can't fall into the litter. Excess cord should be taped up in such a way that will keep it from the sow or ewe.

Reduces Breakage

Protecting the lamps from breaking is another important concern. A drop of water on a hot lamp will break it. Actual cases of lamp breakage have been reported due to the sow touching the hot lamp with her wet nose. And striking the bare lamp with a fork or other tool will break it easily.

A deep cone type or RLM type reflector will protect the lamp from breakage and keep dust off it. Or you can make a protector yourself.

You can make a home made protector easily using a pail or bucket. It doesn't have to be a new pail since the lamps have their own built-in reflectors and the pail serves only as a protecting device.

Make It Yourself

The only parts needed to make such a protector are a four inch porcelain lamp socket, four inch junction box, porcelain bushing, eight feet of rubber cord, and an attachment cap. Assemble these in the following steps:

1. Cut a hole about 1½ inches in diameter in the center of the bottom of the pail.

2. Drill two three-sixteenth-inch holes in the bottom of the pail to line up with the holes in the junction box.

3. Punch out one of the knock-outs in the junction box and insert the porcelain bushing.

4. Run the rubber covered cord through the bushing, through the hole in the bottom of the pail, and connect it to the porcelain lamp holder.

5. Fasten the lamp holder from the inside of the pail to the junction box which is on the opposite side of the bottom of the pail.

6. Attach a hook to the junction box for hanging the unit.

Heat Lamps—use two 250-watt heat lamps for the first 200 chicks or less. Use one additional lamp for each added 100 chicks. Use the regular low cost type heat lamp properly protected.

Hanging Position—For the first few days hang the lamps 18 inches from the floor. Gradually raise the heat lamps as the chicks get older (about two inches per week) until they are 24 inches above the litter.

Let the roosting position of the chicks be your guide in adjusting the height of the lamps. Hang them about 3½ feet apart.

Operation—During the first few weeks have the heat lamps turned on continuously. As the chicks get older and the days get warmer, half of the lamps may be turned off during the daytime.

Chick Guards—For the first week or so, use a guard to hold the chicks in an area about 8 feet in diameter. This will give the chicks sufficient space to move out from underneath the lamp's radiation if they find it too warm.

The guard will protect the baby chicks from drafts. Make it 15 to 18 inches high. A sheet metal guard will last for many seasons and is easy to handle. Many poultrymen use corrugated cardboard guards.

Equipment Arrangement—Place some of the water fountain and feeders so they will be at least partly under the heat lamps. In this way the chicks can eat and drink where it is warm.

Heat Control

For brooding the usual farm laying flock, the U. S. department of agriculture says that you should forget all automatic controls and turn the individual lamps on and off and raise and lower them by hand. You can tell when you have the right adjustment by watching the chicks. If they try to avoid the heated area, it is too hot. If they pile up in the center of the heated area or behind some barrier that protects them from air movement, they are too cold.

Poultry Thrives on Mechanization

Large scale poultry raisers are finding that mechanical feeding pays off in many ways. Among the advantages are a 40 to 75 per cent saving in time over hand-feeding methods; average reduction of 5 per cent in feed costs; greater cleanliness; and better feeding habits among birds.

This "Big Dutchman" feeder, made by Automatic Poultry Feeder Company of Zeeland, Michigan, is typical of the latest equipment for mechanical feeding.

Put into a steel hopper located above the electrical motor and drive machinery, the feed goes out through an adjustable opening in the bottom, where it falls into a trough. An endless chain carries the feed, via trough, to birds throughout the length of the poultry house. Motion of the chain attracts the birds, encourages them to eat more, and more often.

One side of the hopper and drive enclosure is covered by a panel of durable, lightweight expanded metal, supplied by Wheeling Corrugating Company. The smooth diamond pattern surface of the removable expanded metal panel permits through vision, ample motor ventilation, and easy maintenance access to the mechanical equipment, and it keeps poultry safely away from moving parts.

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This valuable booklet will be sent to you with the compliments of your manufacturer who packs his product in Cotton Bags. Just mail the coupon with your name and address and give the brand name of the fertilizer you buy.

NATIONAL COTTON COUNCIL
P. O. Box 76
Memphis 1, Tennessee
Send me 1952 Pattern Service for Sewing with Cotton Bags

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City_____ State_____
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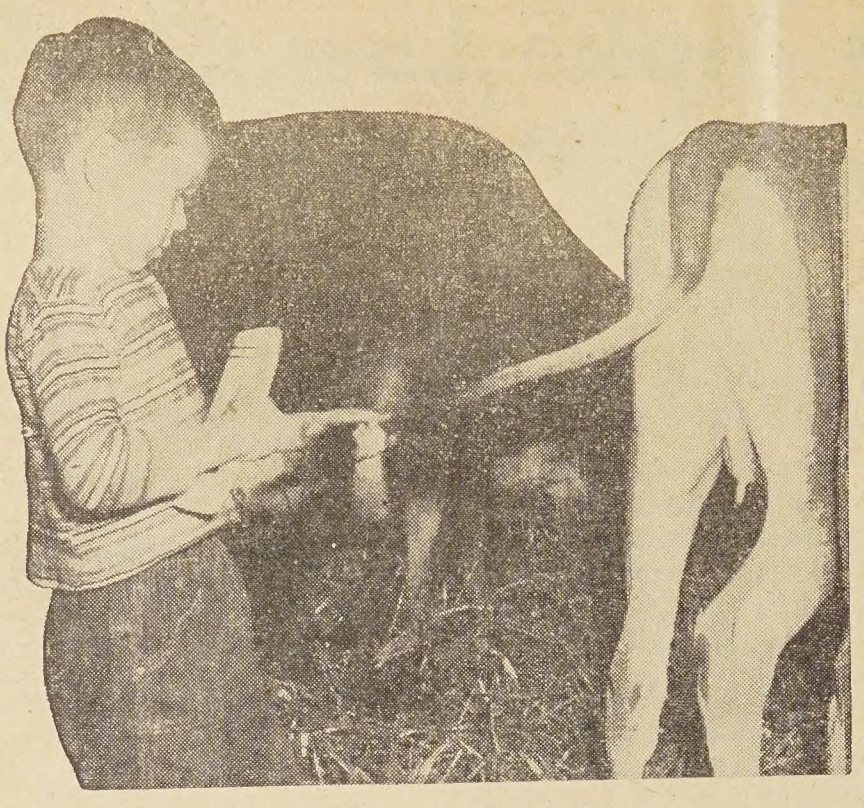


"Meet Me at the Waterfall"

THE words "Meet me at the waterfall" will echo anew in thousands of Tar Heel homes during the week of October 13 as people from all walks of life put aside business to attend and support what may well be our greatest public institution—the State Fair.

For 85 years now the Fair has thrilled successive generations of North Carolinians with its own particular magic . . . magic made from the color of the midway, the excitement of grandstand shows, the hawkers talking endlessly of miracle products . . . magic made from the competition of exhibits, the beautiful livestock, the gleaming farm equipment . . . magic from the jostling crowds and the smell of popcorn and hot dogs. State Fair magic—a week of enchantment.

There is nothing quite like the State Fair. For city people it is an event crammed with color and excitement—for the farmer it is something special. Here he can bring his prize products and see them judged with the best in the State. He sees what others are doing, hears how they do it. For him the fair is a short course in practical education.

History Of The Fair

The first North Carolina State Fair was staged in 1853. The event grew in size and prominence with each succeeding year but was never able to hit its full stride until 1937. In that year Commissioner of Agriculture W. Kerr Scott brought in Dr. J. S. Dorton to manage the fair. Dr. Dorton had won national prominence with his management of the Cleveland County Fair and proved to be the spark needed to ignite the progress of the State Fair.

Since 1937 the event has grown rapidly. Last year almost a million people passed through the fairgrounds. Even more are expected this year.

New Attractions

A number of new attractions will greet visitors this year. The most spectacular is the gleaming $1,500,000 coliseum, "The State Fair Arena." This amazing structure has been acclaimed by architects and builders as "The most modern exhibition, demonstration and judging arena in the world." One glance tells you why.

From a distance the arena resembles a giant roller-coaster (see photo). Its startling design follows the suspension bridge principle of construction and there are no roof supports to obstruct vision. The side walls are of glass. Built as a livestock judging and exhibition building, the Arena is scheduled to be ready for partial use in 1952.

Another new building ready for use this year will house the Swine Show and accommodate approximately fifty per cent more swine entries than last year.

Several of the State Highway Shops building have been acquired by the fair and will be used to house cattle, commercial and educational exhibits, pigeon, rabbit and poultry shows.

Youth Center

Fair officials are especially proud of the new Youth Center on the Western edge of the fairgrounds. Facilities here include dormitories to house sixty-four boys and sixty-four girls, cafeteria, clinic and administration building. These facilities are for the exclusive use of rural youth groups who show livestock and other personally attended exhibits at the Fair.

For the first time several departments of the Fair will feature competition "open to the world." This is in effect a challenge to those outside the state to compete with North Carolinians in the Rabbit and Pigeon Department, all breeds of dairy cattle, and in the Hereford and Aberdeen-Angus breeds of beef cattle.

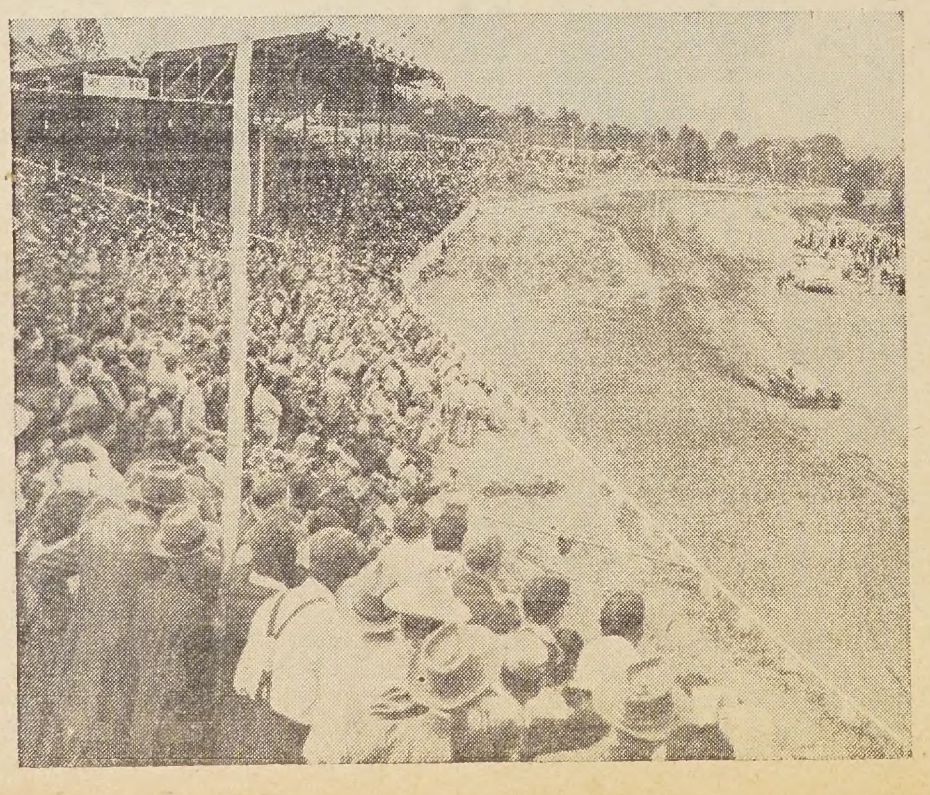
Higher Premium Lists

Total premiums offered in 1952 will be more than $50,000, as compared with premiums of $42,997.50 in 1951. The increase is largely in the Livestock Division where $25,454 will be offered this year.

Entries should be made early since the Fair reserves the right to reject any entry received after all available space is taken. The closing dates for the various divisions follow:

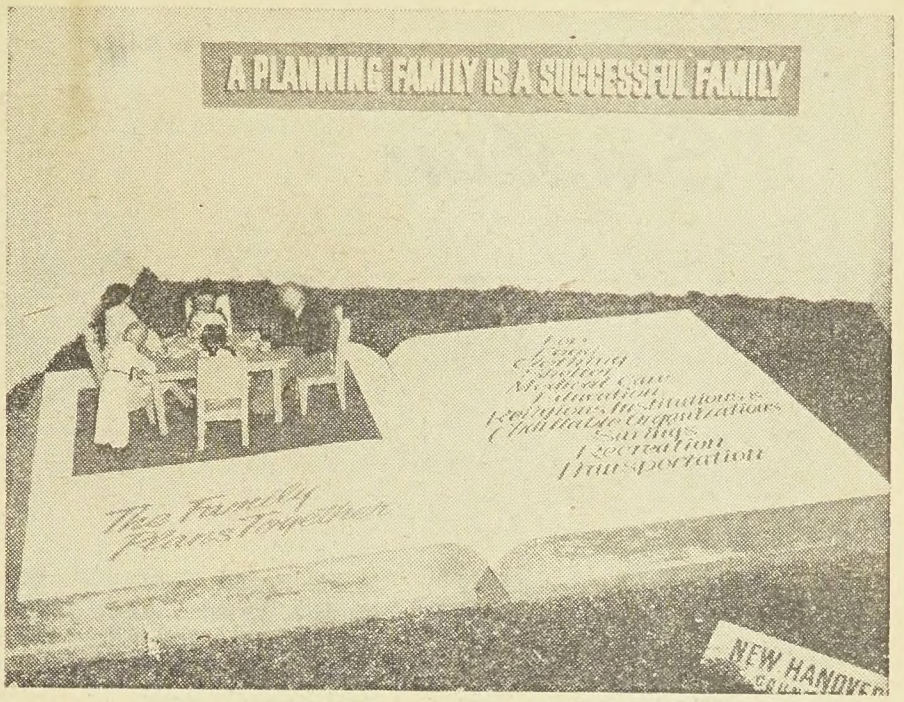
Livestock: October 6 at 6:00

A fair wouldn't be a fair without the thrills of the track. October 18 is designated as Automobile Race Day at this year's State Fair.



Fine Arts receives emphasis at the N. C. State Fair. Below is an exhibition of the work of several aspiring young Tarheel artists last year.

It's Your State Fair . . .
And This Year It's Bigger
And Better Than Ever . . .
You Just Can't Afford To Miss It!



p.m. (A few departments close October 1, check your catalogue).

Poultry, Pigeons and Rabbits: Otober 6 at 6:00 p.m.

Cut Flowers: October 14 at 11 a.m.

Arts and Crafts: October 8 at 6:00 p.m.

All others: October 11 at 6:00 p.m.

All exhibitors must use the official printed entry forms, available by writing to Mrs. Ray Woodall, N. C. State Fair, Raleigh, N. C.

Fair Reorganized

The general structure of the Fair has been reorganized for 1952 into five divisions. These divisions are:

General Exhibits: "The Challenge Program" exhibits, 4-H Clubs, Vocational Education, Department of Public Instruction, Negro Home Demonstration and 4-H Clubs, Field Crops, Horticulture Products, Arts and Crafts, and Bees and Honey.

Livestock: Dairy Cattle, Beef Cattle, Dual-Purpose Cattle, Swine, Sheep and Ponies.

Poultry and Small Stock: Poultry (live birds), Pigeons, Rabbits, Egg Show, and Dressed Turkey Show.

Women's Departments: Culinary, Clothing and House Furnishings.

Special Exhibits: Folk Festival, Farm Machinery Parade, Wildlife Exhibits, Federal and State Agency Exhibits, Military Exhibits, and many new program features—including bait-casting tournament for fishermen, tobacco grading contest for 4-H Club, F.F.A. and F.F.A. members, rural youth talent contest and official State High School Band Marching Contest.

In addition to the above, this year's fair will feature the following new special exhibits:

Marketing Exhibit: To show in a miniature self-service-type food market the proper preparation, packing and display of North Carolina fruits and vegetables.

Cotton Exhibit: Six booths, depicting the various branches of the industry — production, ginning, manufacture, marketing, etc.—sponsored by the N. C. Committee of the National Cotton Extension Service.

Tobacco Exhibits: Competition for growers of Aromatic-type (Turkish) tobaccos, and exhibits showing diseases and insect damage.

Other Attractions

The State Fair would not be complete without the bustling fun of the midway and the thrills and spills of the grandstand shows. For the fifth year the James E. Strates Shows, one of the largest outdoor shows in America, will be on the midway. This giant carnival will open at 10:00 a.m. October 15 and run through the remainder of the Fair week. The show will close at 10:00 p.m. each evening.

Other special events will include Jack Kochman's Calvacade Of Thrills (featuring the "Hell Drivers"), George Hamid's "Phantasies of 1952," Harness Horse and Pony Races, Circus and Hippodrome Acts and fireworks displays.

Those who can attend only one day of the fair can choose their day from the program below:

October 14—*Wake County School Day* (School children admitted free on special tickets distributed through school superintendents.), Harness Races, Circus and Hippodrome Acts.

October 15—*Thrill Day*. Tractor and Farm Machinery Parade, Jack Kochman's Cavalcade of Thrills, "Phantasies of 1952."

October 16—*Tobacco Day*. Harness Horse Races, Circus and Hippodrome Acts, "Phantasies of 1952."

October 17—*Young North Carolinians' Day*. (Substantially same grandstand program as preceeding day.)

October 18 — *Automobile Race Day*. Automobile Races, final Folk Festival performances .

Folk Festival

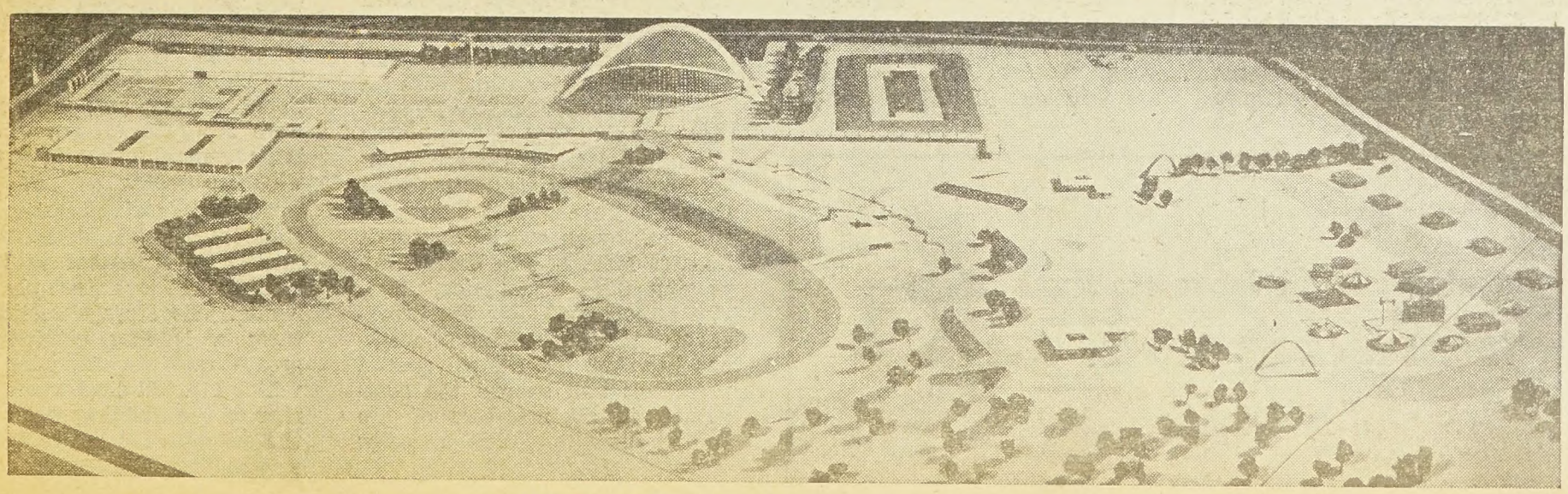
Folk Festival performances are scheduled for each fair day at 11:00 a.m., 2:00 p.m., and 5:30 p.m. Competition in this event is open to all North Carolinians and includes such folk activities as ballad singing, Gospel singing, traditional folk games and dances, and string music. Those who wish to compete are urged to communicate with the Festival Director, Bascom Lamar Lunsford, South Turkey Creek, Leicester, N. C., well in advance of the Fair. Contestants may compete, however, by simply appearing at the Folk Festival platform.

The Festival is designed to accomplish two things—foster native folk arts and entertain visitors. One thousand dollars has been set aside for trophies and cash prizes to be awarded in the competition.

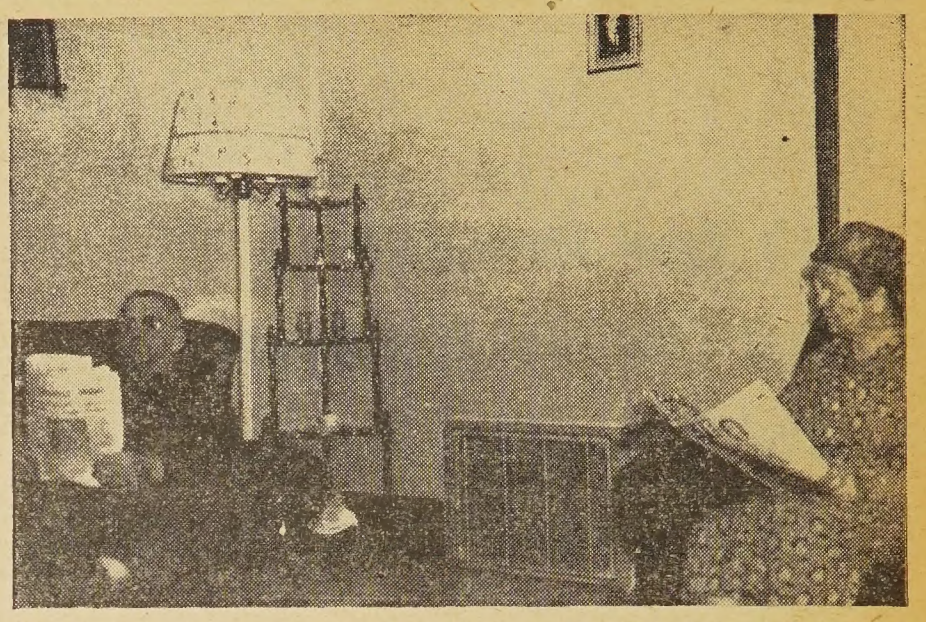
From all indications this will be the largest and most attractive State Fair in the history of our state. It deserves, and has to have, the support of all of us.

We'll "meet you at the waterfall."

This scale model below shows how the State Fair will look when the current expansion program is completed. In the background is the ultra-modern $1,500,000 "State Fair Arena" which is now partially completed. It was designed by Matthew S. Norwicki, acting head of the State College School of Design until his death last year. It is the most modern structure of it kind in the world, will house exhibits and livestock judging.



Sunshine From Glass



The J. F. Andersons, members of the French Broad Electric Membership Crop. of Marshall, relax in solid comfort in their electrically-heated living room.

Note: This is the second of two articles on radiant heat. The first, which appeared in August, was designed to acquaint you with the radiant principle. This one goes into more detail about actual installations.

RADIANT heat, long recognized by architects and engineers as an ideal heating system for homes, did not come into prominence in this country until just a few years ago. The development of huge power projects such as the Tennessee Valley Authority, with their resulting low-cost electricity, opened the market to electrical manufacturers.

Today, thousands of people throughout the country enjoy this modern heat. And from these people have come reports that should be carefully studied by the home owner who contemplates a similiar installation.

In the home owner's mind, comparative costs are probably more important than comparative quality. This is true because oil and coal heating systems are, in general, satisfactory. In North Carolina, operating costs for radiant heat will usually be higher than for either of the two other types.

Operating Costs

It is impossible to give a general estimate of the kilowatt-hour consumption of radiant heating systems. This consumption depends upon the size of the house, its geographic location, type of construction, window and door space, etc. Each estimate must be made for a specified house. Once the kilowatt-hour consumption has been determined, it is simple to estimate the operating cost—simply get your electric rate from your local co-op.

Radiant heat has one outstanding advantage from the standpoint of operating cost: rooms that are not in use do not have to be heated along with the rest of the house. Also, individual room thermostats allow the family to regulate the intensity of heat in each room.

Installation

Operating costs are often overshadowed by initial installation costs. Emmitt Sams, Mars Hill, says that his complete radiant heating system was installed for approximately $600 less than estimates he had received for suitable oil furnaces.

J. F. Anderson, a member of the French Board Electric Membership Corporation of Marshall, reports that his initial saving was great enough to pay for having his house insulated. Mr. Anderson says that even if it costs him $50 more per year to heat with electricity than with some other fuel the saving in the original costs will pay the difference for 10 years.

Perhaps we should note in this connection that there are no maintenance problems with radiant heat. Once the system has been installed there are no worries. There is nothing to wear out.

Insulation Is A Must

Radiant heat is not practical for many homes. Insulation is a must — so is weatherstripping. For several years the Tennessee Valley Authority, which has carried out extensive radiant heat research, recommended the system only for new homes. It is now apparent, however, that many old homes are extremely well built and with proper insulation can be heated satisfactorly.

The most popular type of radiant heat is panel heaters which are installed in the walls of individual rooms. The number of heaters to the room is based on an engineering survey of the room. In most rooms, two heaters are sufficient (at 1000-watts per heater). Other types are becoming available, however, and should be carefully considered

Among these are baseboard units and ceiling units. The most obvious advantage of the ceiling type is that all wall space is left for furniture arrangement.

Wiring Is Important

The home owner who seriously considers the installation of radiant heat should call a conference of a qualified wiring contractor, his electric co-op engineer, and a representative of the distributor. It is of vital importance that the system be properly designed and installed.

Wiring is especially important. Many home owners have reported that they could have made a considerable saving in their installation if they had consulted an engineer about their service entrance and load center.

Congratulations are in order if you install radiant heat after careful consideration. You will have the most modern, comfortable and trouble-free heating system in the world.

If you plan to install a central heating system, investigate Radiant Glass— The "Sunshine" Heat of Tomorrow— Available Today

500 ATTEND DEDICATION OF ROANOKE'S NEW HEADQUARTERS

More than 500 members of the Roanoke Electric Membership Corporation attended the August 15 dedication ceremonies of the co-op's spacious new headquarters building in Rich Square.

Gwyn B. Price, Chairman of the North Carolina Rural Electrification Authority, made the dedication address. Price congratulated the members and co-op officials on their record of achievement and urged them to put electricity to work in increasing farm production.

Following the ceremonies, the co-op declared "open house" and hundreds of visitors received guided tours through the gleaming new building.

Guests who remembered the cramped office space in which the co-op staff had previously worked were amazed at what they saw—and felt, since the new structure is completely air-conditioned. The manager, bookkeeper, educational advisor and billing clerk have separate offices, and one large general office is equipped with five desks.

Other important features include an electric demonstration kitchen, a fire-proof vault, and a dark room for future photo finishing. The storage section features a loading platform and grease rack for servicing co-op vehicles. A tall steel tower at the rear of the building will support the antenna for the co-op's two-way radio system.

Fair to Conduct New Rabbit, Pigeon Shows

New rabbit and pigeon shows will be features of the 1952 N. C. State Fair to be held in Raleigh October 14-18, it is announced by C. F. Parrish, in charge of Extension Poultry at State College and general superintendent of Division III of the Fair which includes the two new departments.

"Prospective exhibitors should immediately request premium lists by writing to the Manager, N. C. State Fair, P. O. Box 1388, Raleigh for a free catalog of the 1952 fair," Parrish said, "because exhibit space is somewhat limited and entries will be accepted on a 'first-come, first-served' basis."

The Extension Service specialist also announced an increase in premiums in the Poultry Department and an added feature in this 31st annual Official State Poultry Show held in connection with the State Fair. "We are honored this year by an official Southern District Meet of the United Orpington Club of America," Parrish announced. "For the breeders of this popular breed of chickens the Fair has offered special premiums and opened the compeition to all members of the United Orpington Club wherever they may live."

The Third in a Series of Five Community Development Articles

Women's Clubs, Co-ops, Farm Organizations, Businesses—Enlist all in your campaign for a better community.

Satisfied With Your Community?

Get Started In Building It Up

BECAUSE building their communities adds to national strength and security while bringing them direct economic and personal benefits, many rural people have gone to work improving their villages and towns.

This is not a job to be tackled alone by any individual or organization. All that can be done single-handedly is to get the ball rolling and someone has to do that. The first step in doing this is to make a list of individuals, businesses, and organizations who stand to benefit from a thriving community and who have resources to help on a program to help make it that way.

Help is available on this from your rural electric cooperative. It is dedicated to serving the community, obligated to make it a better place to live. Many of the problems — organizational, legal, and technical—that you will run into have already been faced and solved by your electric co-op. Your manager, electrification advisor, and directors will be glad to sit down with you and help you get started toward an organization to go to work on your community.

The electric co-op office is as good a place as any to begin making your list of other sources of help. The manager will be familiar with local businesses: which ones stand to benefit most through a rejuvenated community and which ones are farsighted enough to realize it. He has probably discussed with some of them some of the problems which you will face.

Ask For Help

After a listing of businesses, go into organizations. Is the Grange, Farm Bureau or Farmer's Union active in your area? Is there a Parent Teachers Association at one of the nearby schools? Are women's clubs of any kind? Or any individuals who, while not the spokesmen for any particular groups, are influential enough in the community to be helpful? Certainly you will want to get a representative of the nearest newspapers and radio stations in on your plans. Probably, certain county officials should also be considered along with the county agent and home demonstration agent.

When this list is as complete as it can be made, you can work with your electric co-op manager or electrification advisor in getting the names of the key people in the various businesses and organizations who should be contacted. If you need it, you can also get aid in organizing a meeting of these people and setting a date which will not conflict with other local events.

Perhaps your co-op will also aid in getting out personal invitations to all names on the list to a preliminary meeting to thrash out ideas for a community progress program. Ask them to come prepared with some ideas on the subject. Since the first meeting will be relatively small, being restricted to these community leaders, there should be an opportunity for everyone to toss his ideas into the hopper.

At least three things must be accomplished at this preliminary meeting:

1. The election of a temporary chairman, several vice-chairmen (an adult man, adult woman, a boy and a girl youth leader, perhaps) a secretary and a treasurer.

2. Open discussions with an honest, democratic opportunity to find answers rather than an attempt to "railroad" through the pet ideas of any one person;

3. Assignment of specific actions for everyone to take before the next meeting.

Everyone Participaets

Point 2 is particularly important because this has to be a community-wide program to be successful, not the project of any one individual, club, or organization. You may be given credit for initiating the work, but everyone must participate in carrying through on it.

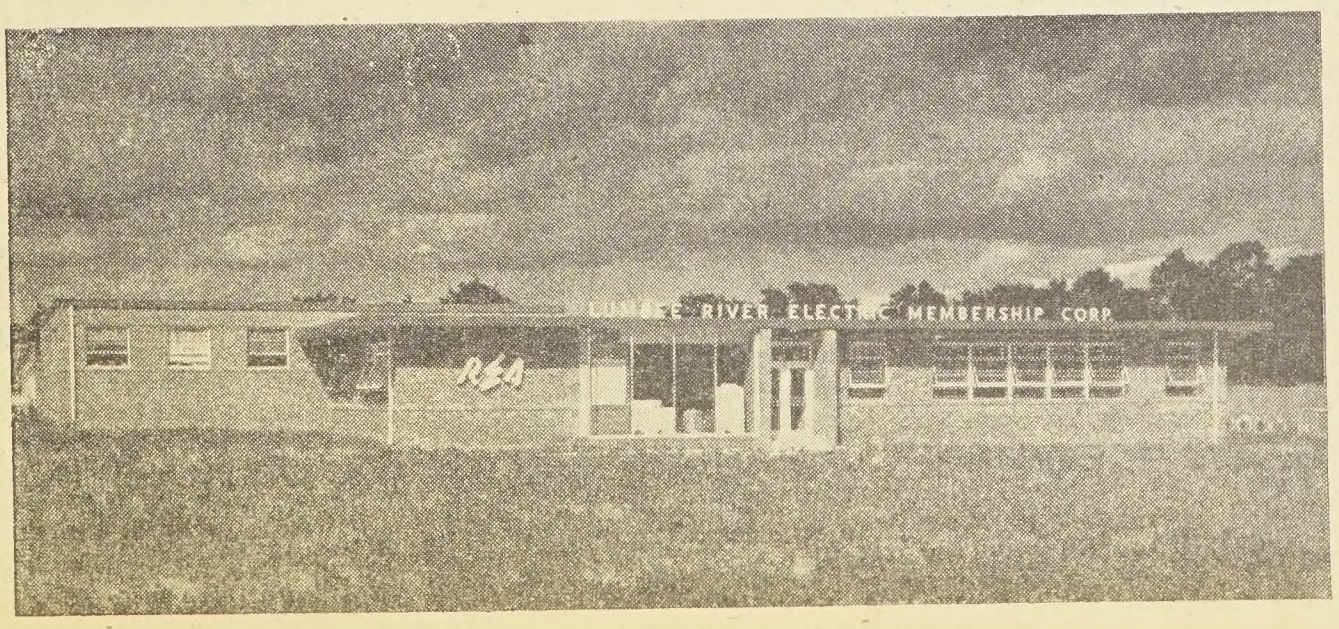
In determining action prior to the next meeting, one of the first things to do is decide who is going to do what. In most community programs, the first big step is a public town meeting on the subject. If your group of key people decides to follow this successful plan, a committee will be needed to plan that meeting, stage it, publicize it, and handle it once it gets under way.

Whoever plans the annual meetings of your electric co-op should probably be on the committee so that his experience may be used. A newspaper or radio professional may be available for the publicity responsibility. (If not, someone in a local club or business may have the experience needed to handle the job.) Someone must handle arrangements for a meeting place.

Before the first meeting breaks up, a survey of those present should be made to see whether offers to furnish soft-drinks, cakes, or other refreshments for the town-meeting cannot be secured. Perhaps some businesses and organizations will make monetary contributions to help defray costs of the meeting. As an investment in the future of the community, this money will be returned to them if the com-

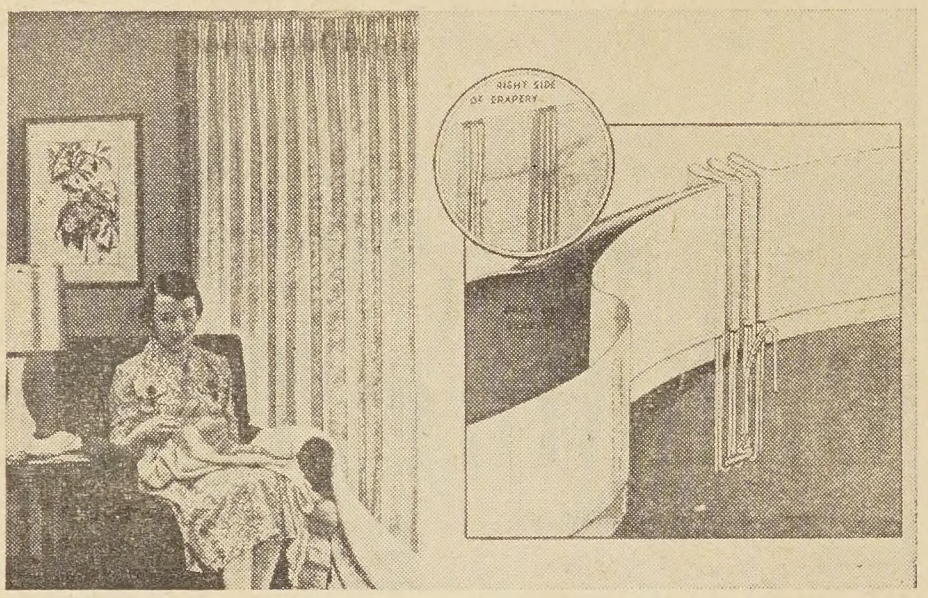
(Continued on Page 15)

The author suggests that your local electric cooperative office is an excellent place to go for help in starting a community development program. Co-op managers have already faced many of the same problems you will have in getting started.



NORTH CAROLINA Homemakers' Page

New Type Tape and Hooks Take Drudgery Out of Drapery-Making



How well draperies hang is highly important to the appearance of window treatments. Straight-hanging draperies at the windows, with evenly spaced heading pleats, perk up the entire room and give it a look of neatness. Draperies that hang unevenly and bunch up detract from the beauty of the room, even when fabric and colors are carefully chosen.

To achieve drapery smartness and a decorator-done touch, a new type of hook with its own special heading tape is now available in drapery departments and in drapery specialty shops. It is the new Easypleat tape and hooks made by the Kirsch Company, world's largest manufacturers of drapery hardware.

The Easypleat tape has stitched pockets into which the hooks slide. It provides the necessary stiffening for the drapery heading and has only to be sewn to the top of the fabric.

The Easypleat hook both pleats the fabric and holds it to the curtain or drapery rod. The prongs slide into the stitched pockets of the tape to make perfectly-placed pleats. A looped hook at the center goes over the rod for stationary draperies or into the traverse track for draw draperies.

Easypleat Pleats Without Sewing

The pleats are shaped as soon as the hooks go into place; there is no measuring or sewing necessary. When curtains or draperies are taken down for cleaning, the hooks are quickly removed, and the fabric is flat again. The fabric can then be cleaned easily, pressed flat and repleated by simply inserting the hooks again. There is no tedious sewing and "un-sewing" of hooks.

Either the popular pinch pleats or box pleats can be fashioned with the easypleat tape and hooks. For triple pinch pleats each of the four prongs of the hook goes into a pocket; for double pinch pleats the first prong is left out of the pocket. For box pleats the hook is placed in reverse, so that the two center prongs go into the pockets and the two outer prongs serve to flatten the pleated fabric.

With either kind of pleats, the Easypleat hook holds the fabric firmly in place so it falls in even folds, with the fullness evenly distributed, as well as giving the heading a tailored, finished appearance.

Tape and hooks come already packaged for standard requirements or by the yard and "by the piece." The hooks sell for about 10c each and the tape is about 35c per yard. Easy-to-follow directions are given, with illustrations to show exactly how to stitch the tape and how to insert the hooks.

There is also a dimension chart to show exactly how much fabric is required, according to the area to be draped and the kind of pleats desired.

MAY I INTRODUCE MYSELF . . .

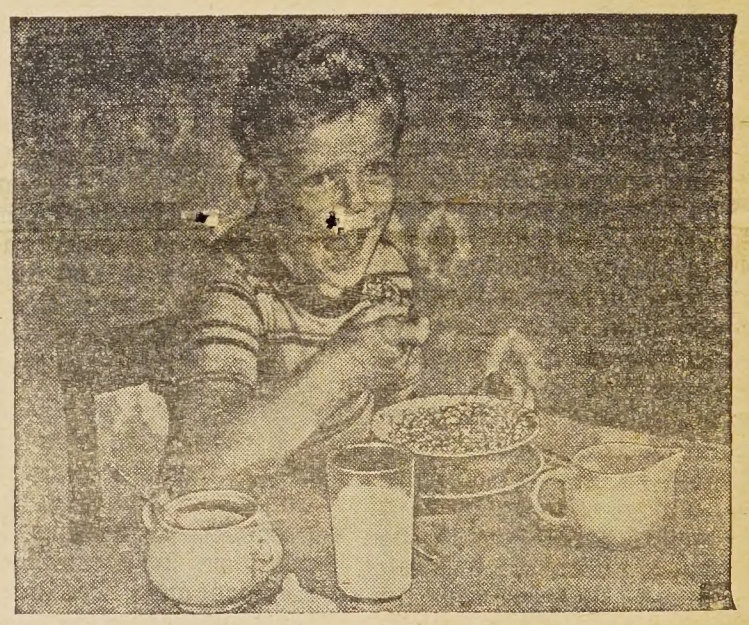
Let's get acquainted . . . my name is Rebekah Rivers, and, beginning this month, I shall be corresponding with you ladies each month by way of THE CAROLINA FARMER. My job is to serve you, and I can achieve this purpose best by becoming acquainted with you. I'd like to know you as intimately as does your next door neighbor. I want to know your meal planning problems, your clothing needs, your budget bothers, your hobbies, the projects planned by your home demonstration clubs, your church activities, and, oh, so many other things.

I want to know your children—their ages, their school grades, their interests. I should like to help you solve the problems of your teen-age youngsters, offer suggestions for meals that might please that lanky lad of yours who just "picks" at his food, and hear about your 10-year old's problems with his school studies. It would be fun to help you plan a birthday party that's "different" for the next anniversary in your family.

There are loads of new ideas boiling in my ink-pot for the pages in THE CAROLINA FARMER designed strictly for the ladies. Wouldn't it be a good idea to have a share-your-recipe column, in which you could pass your special tried and true recipes to a neighbor in another county? And what

(Continued on Page 14)

Better Breakfasts for Better Scholars



September means school days for millions of youngsters all over the land. Carefree vacation days are over for another year, and with them the lackadaisical meal planning that is likely to obtain when there is no timetable to live up to. Breakfast must be a definitely scheduled meal to be served early enough for leisurely consumption.

Johnny and Mary pride themselves on being at school on time. Breakfast is their most important meal, because it furnishes energy for the day's tasks. No "dull scholar"—the youngster who gets away to a Better Breakfast start. This is an axiom learned as early as nursery school days.

The meal need not be elaborate—but if time is short, wise mothers know the value of night-before preparation, such as tablesetting or measuring the ingredients for a batch of tasty brand muffins. They are good toasted too—something to remember when there are muffins left over from dinner or lunch. Here are some breakfast suggestions and a muffin recipe you'll like:

Sliced Fresh Peaches on Corn Flakes
Top Milk Sugar
Toasted Bran Muffins Butter
Milk or Other Beverage

Frozen Orange Juice
Rice Krispies
Top Milk Sugar
Heated Cinnamon Rolls
Milk or Other Beverage

Quick Bran Muffins

1 cup All-Bran
¾ cup milk
1 cup sifted flour
2½ teaspoons baking powder
½ teaspoon salt
¼ cup sugar or molasses
1 egg
2 tablespoons soft shortening

Combine bran and milk in mixing bowl. Sift together flour, baking powder and salt; add to bran mixture with sugar or molasses, egg and shortening. Stir only until combined. Fill greased muffin pans ⅔ full. Bake in moderately hot oven (400°F.) about 25 minutes. Yield: 9 medium muffins.

The Farmer's Daughter
--Goes to the Fair

By Becky Rivers

Johnny's So Long at the Fair

A charming little melody has been running through my mind ever since I ambled out to the Fairgrounds the other day to see what plans are being made for your visit to Raleigh next month. . . . "Johnny's So Long at the Fair." Do you remember it? It's the anxious refrain of a young maiden awaiting her best beau who has promised to bring her a blue ribbon to "tie up her bonny brown hair," but has evidently been detained at the fair. If the attractions of Johnny's fair were as numerous and varied as those promised by the 1952 North Carolina State Fair, I don't wonder that he was so negligent of his anxious lassie.

Exclusively Yours

The most exciting news I have to pass along to you is the construction of a brand-new youth center. Think of it, an entire section of the fair ground (on the West side) all for you. It's SO exclusive that one can't enter it without a pass. There are two dormitories (one for girls and one for boys), each housing sixty-four of you merry-makers. Your home-away-from-home is most attractive, being equipped with double-decker bunks, complete toilet facilities, and showers. As I inspected the empty building, my imagination ran away with me, and I could see it filled with those of you who will initiate it to its purpose of fun and friendship. I could visualize the pajama-sessions, and I could count the many new friends you will have acquired here by the end of Fair week.

The remainder of the youth center buildings consists of an administration building, a clinic (but we hope you won't have need of it), and a wonderful combination dining - meeting - recreation building. The latter has a fully equipped kitchen and facilities for cafeteria-style serving.

Ah, yes, the setting. Your center is situated in a charming wooded section of the Fairgrounds, and is adjacent to, not one, but TWO lakes. It rather reminds one of a summer camp site. We hope it will be lighted by moonbeams.

Doesn't it sound dreamy? And, dreamier still, it's absolutely free. There's only one catch—the space is limited. So, if you're interested (and I'm sure you must be), get busy and apply for space in the youth center. This should be done through local 4-H and FFA clubs.

Show Your Skills

Now that I have you settled for the week, I want a look-see at what you've done this year. Don't hide your talents — bring them with you to the Fair. As you know, there are exhibition divisions covering so many of your special interests — Arts and Crafts, 4-H Poultry Show, 4-H Club Egg Show, and Homemaking Division, to mention a few. I wish I had the space to go into detail concerning these exhibition plans, but all the information you will need is contained in the State Fair Catalogue, available by writing to the State Fair Public Relations Director, Raleigh.

Applications for entering exhibits will be found in the back of the catalogue (or may be requested separately). Be sure to make early application, for, due to limited space, there is a first-come-first-served rule. You have more than a month to round up your best accomplishments of the year, so hop into action and get them ready for display. It's such fun to compete in Fair shows, and, who knows, you might be a winner, and those prizes look mighty attractive.

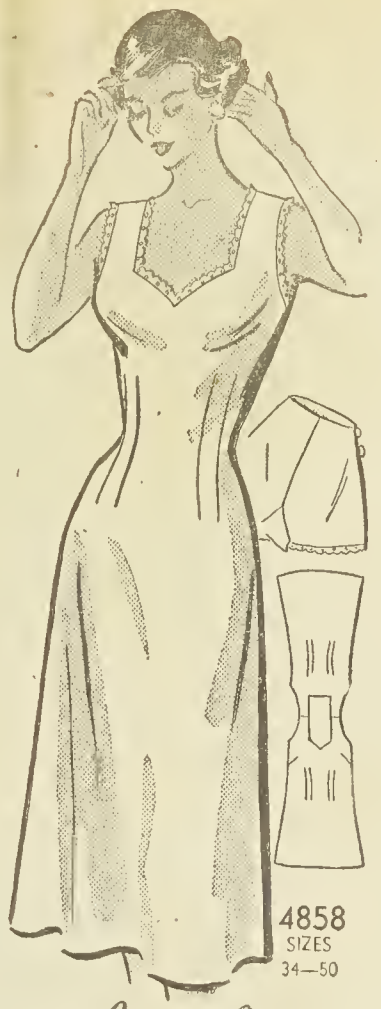
Have you ever entered the Folk Festival? There are prizes for church choirs, gospel quartettes, string bands, dance teams, fiddlers, ballad singers (do you remember any of the wonderful old ballads your grandmother taught you?), clog dancers, banjo pickers, novelty numbers. It seems to me that if there's music in your bones, this competition would be loads of fun.

Fair time is dance time . . . frolic time . . . romance time . . . Swing your partner . . . Promenade . . . Dosi do . . . Run away . . . Swing your corner . . . Bird in a cage . . . The State Fair pavillion awaits the twinkling toes of Carolina youth . . . Oh, come to the Fair . . .

Midway Magic

And so to the glamour of the midway—the glitter of the lights —the thrill of the crowd—the exciting feeling that anything wonderful might happen at a State Fair on a beautiful October night. Do you remember the songs from Jeannie Crain's movie, "State Fair?" The one I liked particularly was "It Might as Well be Spring" — and isn't the excitement of a fair like that nice feeling of expectation that arises in one at the first signs of spring?

(Continued on Page 14)



by Anne Adams

HERE'S HOW to have plenty of new lingerie! This is the easiest slip in the world to sew, it has only TWO pattern parts! Sew side-seams, hem and darts—and WEAR it! Panties are easy-sew, too. Make a set for a Christmas gift!

Pattern 4858 in sizes 34, 36, 38, 40, 42, 44, 46, 48, 50. Size 36 slip, requires 2¾ yards 39-inch fabric; panties, 1⅛ yards.

by Marian Martin

ACTION-EASY tucks at shoulder-line, slimming at the waist, the sleeve has plenty of "reach" for extra comfort. Designed to make you look taller, slimmer, 8-gore skirt is so graceful. No alteration worries, a dream to launder. Make it now to enjoy all summer.

Pattern R9126: Halz Sizes 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ takes 4 yards 39-inch fabric.

MOTHER-TO-BE! Here's that marvelous maternity ensemble you want! Jacket is so darling with fashion's best touches, straight slimming lines. And that SKIRT—it's CUT OUT for you! Insures even-hemline, good fit, COMFORT! Do yourself a favor, sew this!

Pattern R4880: Misses' Sizes 12, 14, 16, 18, 20. Size 16 takes 4½ yards 39-inch; ⅜ yard contrast.

Send THIRTY CENTS (in coins) for for each pattern to: CAROLINA FARMER, 222 Pattern Department, 232 West 18th Street, New York 11, New York.

Murray Lincoln Of FBIC Profiled In Pageant Magazine

Murray Lincoln, who developed the Farm Bureau Insurance Companies from an organization with a $10,000 debt to a group of insurance companies with $120,000,000 assets, is the subject of an article in the October issue of Pageant Magazine which attributes Lincoln's Horatio Alger career to his dynamic urge to "enable farm people to live as well as city people."

A farm boy who migrated from Massachusetts to Ohio, Murray Lincoln has devoted his whole life to one aim—bettering the lot of the farmer, says Pageant. Lincoln started his career in Connecticut where, fresh out of agricultural college, he worked at persuading New London County farmers to use heavy fertilizer applications on their hayfields in order to boost yields of cow-feed. From this he moved to the job of agricultural agent for a bank in Cleveland, Ohio.

Three years later a delegation of farmers showed up in the bank to invite Lincoln to become executive secretary of the new Ohio Farm Bureau Federation. "He covered the state like a circuit-riding preacher," reports Pageant, "offering self-help and crop advice as he went and winning converts to the organization in every shirt-sleeve speech." In 1926 he persuaded the directors of the Ohio Farm Bureau to make a $10,000 loan to a new company that would insure farmers who owned automobiles and tractors. Today, with 7,000 employees and a new skyscraper home office. the Farm Bureau Insurance Companies, operating in 12 states, have 2,000,000 policies in force.

Because Murray Lincoln believes that to show the way to good crops is to show the way to democracy, he has now turned his efforts to improving the lot of farmers throughout the world. He feels that the farmers of Europe, Asia and Africa, working with primitive tools on worn-out land, have become an inescapable part of the American farm problem. "If we don't build the brotherhood of man," says Lincoln, "we'll never receive the blessings of our own abundance. Hungry people can't be democratic nor can they break the old chains of feudal slavery."

Something you want to buy,

sell, swap or trade?

THE RURAL EXCHANGE

GETS RESULTS

See Page 15

Rural Health Conference Meets in October

Farmers, housewives, doctors, and health leaders alike are expected to participate in the Fifth Annual Rural Health Conference at the Sir Walter Hotel in Raleigh, October 15, according to Charles E. Spencer of Raligh, President of the North Carolina Health Council, and Dr. George F. Bond of Bat Cave, Chairman of the Committee on Rural Health of the Medical Society of the State of North Carolina.

The Rural Health Conference is particularly aimed at getting rural people, who constitute approximately 66 per cent of the state's population, to attend. Says Dr. Bond, "Above all, what we want is the attendance of the rural people—and we want a program which will be most useful to them. The purpose of this conference is to find out what we need in rural health and how to get it."

Several thousand questionnaires have been distributed by the 36 member agencies of the North Carolina Health Council requesting that rural residents who plan to attend the conference list what they consider the most serious unmet health need in a particular community. From these questionnaires will come the subjects to be discussed in several panel discussions.

Mr. Spencer says, "We believe this is a fine opportunity for service to the rural people we serve, and a time when rural people, doctors, community workers, and other interested people can get together for some real discussion of North Carolina's health problems."

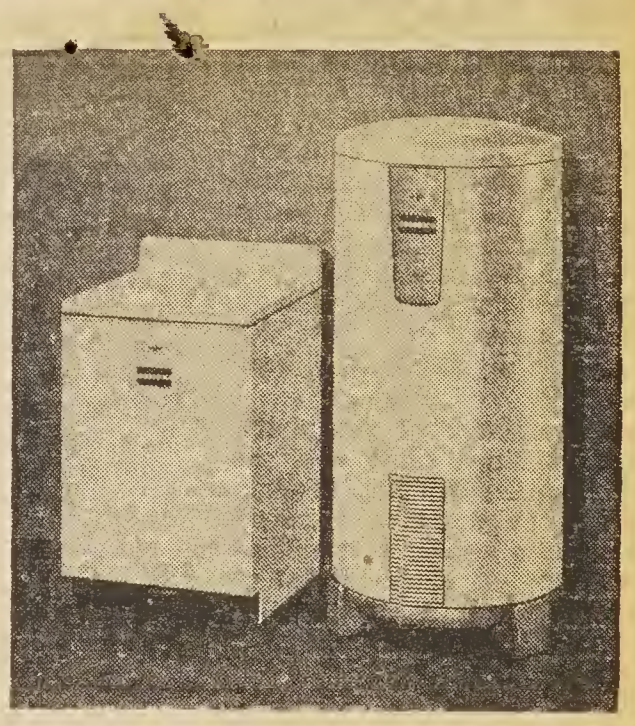
The theme of this year's conference is "Better Health for North Carolina's Rural People."

The Annual Rural Health Conference is sponsored jointly by the North Carolina Health Council and the Committee on Rural Health of the Medical Society of the State of North Carolina.

All the hot water you need all the time—AUTOMATICALLY!

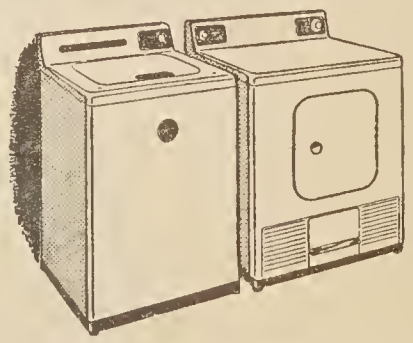
WHAT A BLESSING it is to turn on a tap any time and have all the hot water you need for every purpose — without work or worry. With a Frigidaire Electric Water Heater you set the thermostat once—then forget it! From then on you enjoy your automatic hot water with no fuel, no flues, no dirt, soot or wasted heat to worry about.

Frigidaire's completely submerged Radiantube Heating Units heat only water, can't waste heat on air or tank. Upright models available in 32, 40, 52, 64 and 80-gal. sizes. Table-top models in 30 and 40-gal. sizes. Magnesium rod models for corrosive water areas.



FRIGIDAIRE
Electric Water Heaters

Ask your Frigidaire Dealer to show you the brand-new "porcelain pair"!



New Frigidaire Automatic Washer—with Frigidaire's Live-Water Washing Action—Rapidry-Spin—Select-O-Dial control—Underwater Suds Distributor—Exclusive Lifetime All-Porcelain finish inside and out.

New Frigidaire Filtra-matic Electric Dryer—does away with bothersome lint and objectionable moisture. Needs no plumbing or venting. The only dryer with Lifetime All-Porcelain finish inside and out. Remember, more dryers rust out than ever wear out. Has exclusive Filtrator—Dry-O-Matic Timer—and many more Frigidaire quality features.

Visit your Frigidaire Dealer's Showroom. There's a Frigidaire Dealer near you. See him next time you're in town. Or write Frigidaire Division of General Motors, Dayton 1, Ohio.

FRIGIDAIRE
Home Appliances

Refrigerators • Electric Ranges • Electric Water Heaters
Automatic Clothes Dryer • Electric Ironer • Food Freezers
Automatic Washer • Electric Dehumidifier • Air Conditioners

Frigidaire reserves the right to change specifications, or discontinue models, without notice

Copper Supply

(Continued from Page 4)

and the supply is expected to remain adequate.

Water systems, refrigerating equipment, and some kinds of dairy equipment are probably the farm production supplies using the greatest amount of copper. The critical materials which go into the manufacture of much of this type of equipment are allocated through the Agricultural Machinery and Implements Division of NPA. The division's copper allotment has been brought into balance with its supply of steel and aluminum and output of farm equipment in general has been adequate to meet all needs. The demand for many types of copper-using farm machinery and equipment is actually below the available supply.

A sharp increase in demand for copper for electrically-operated machines could be met satisfactorily without making any significant change in the amount customarily set aside for the larger users, such as trucks and tractors.

Wanted . . .

RED CEDAR

Timber

Logs

Lumber

Stumpage

We Pay Highest Cash Prices at Cars

Geo. C. Brown & Co.

GREENSBORO, N. C.

SOUTHERN ENGINEERING COMPANY

ARCHITECTS — ENGINEERS

ATLANTA, GEORGIA

Here's the Way To Curb a Rupture

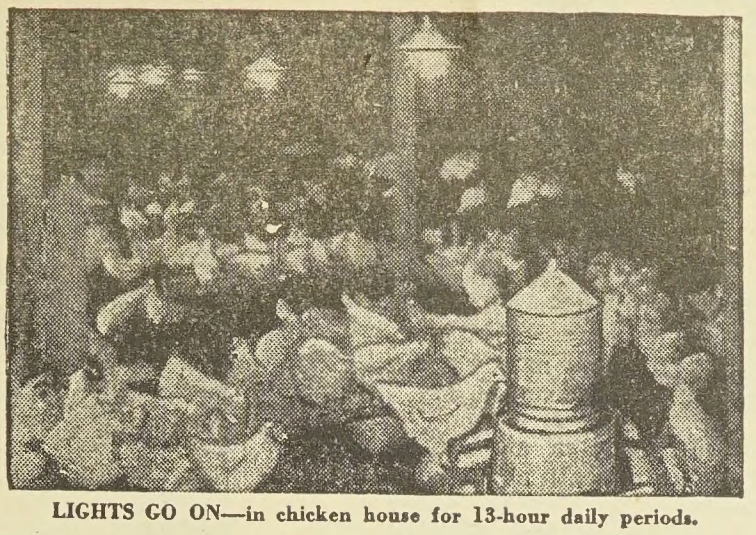
Successful Home Method That Anyone Can Use On Any Reducible Rupture Large Or Small

COSTS NOTHING TO FIND OUT

Thousands of ruptured men will rejoice to know that the full plan so successfully used by Capt. W. A. Collings for his double rupture from which he suffered so long will be sent free to all who write for it.

Merely send your name and address to Capt. W. A. Collings, Inc., 712-K, Watertown, N. Y. It won't cost you a cent to find out and you may bless the day you sent for it. Hundreds have already reported satisfactory results following this free offer. Send right away—NOW—before you put down this paper.
THE CAROLINA FARMER Advertisement

Poultry House Lighting



LIGHTS GO ON—in chicken house for 13-hour daily periods.

By D. W. TEARE
REA Farm Elec. Specialist

Profitable poultry production today requires the best poultry management practices and methods. The use of electricity is of increasing importance to poultry production because of the ease with which the light, heat, and power can be applied and used to increase flock production.

First on the list of electrical poultry uses is night lighting for laying houses. Research workers have discovered that hens begin to lay in the spring because the lenghtening days supply the necessary 12 to 14 hours of daylight. When daylight hours are fewer, hens and turkeys will not lay regularly. By using electric lights to lengthen the short fall and winter days to at least 12 to 14 hours, the hens can be forced to the springtime rate of production. Obviously if eggs are produced for market when prices are highest, the profit will be greater.

When To Light The Laying House

Night lighting should be started in late September or early October for pullets and in January for old hens. Birds are very sensitive to environmental changes and the amount of light should be increased gradually to prevent throwing them into a moult. A good plan is to turn the lights on only an hour a day for the first week, increasing the time 15 minutes each day until the total of natural and artificial daylight is maintained at 12 to 14 hours.

There are several methods of supplying the additional light, all of which obtained the desired production increase. Lights may be turned on in the early morning and left until full daylight. They may also be used from sundown until 9 or 10 o'clock. Some poultry men prefer to have the lights on in the middle of the night to break the long roosting period in cold weather. When evening or midnight lighting is practiced, some method must be provided to dim the lights so the birds will have time to get on the roosts.

At least one watt per 5 square feet of floor space in the laying house is necessary to keep the birds off the roosts when any one of the above three methods are used.

All-night lighting is another method favored by many because of its simplicity and other advantages. With this method lights are turned on before sundown and left on until sunrise or full daylight. Forty watt lamps placed immediately over the food and water containers will supply enough light for eating and drinking. There will also be sufficient light to enable the birds to get on or off the roosts as they desire. Metal shades placed over the lamps will throw more light on the floor and shade the perches so the roosting hens will not be disturbed. When all-night lights are used, no dimming device or time switch is necessary. The lights can be turned on and off with a hand switch and early morning rising or late-at-night attention avoided. Users also claim that the birds do not suffer from roosting too long on very cold nights because they can eat and exercise at any time if they get chilled. Another advantage is that rodents and thieves are less apt to invade a lighted poultry house.

Need For Good Management

It should be understood that night lights do not bring outstanding results unless the best poultry management practices are carefully followed. These should at least include the proper selection of laying stock, rigid culling, adequate supplies of water, balanced feed rations, poultry house sanitation, and proper housing.

In adding up the benefits of night lighting, it should be understood that egg production above 65 percent is not desirable; also that an increase in fall and winter laying does not necessarily mean an annual increase in production. That is, hens tend to lay a limited number of eggs per year in accordance with their inherited capacity. Prior lighting and management combine to force production at the time egg prices tend to be highest because normal production is low.

New Staff

(Continued from Page 3)

where he edited co-op publications. The new editor holds a B.A. degree from Tusculum College, Greeneville, Tennessee, where he edited the student newspaper. In 1948 he received the McCormick Playwriting Prize, and since that time has done considerable free lance and radio writing.

Early this month Anderson announced the addition of Miss Rebekah Rivers to the CAROLINA FARMER staff. Miss Rivers, a graduate of Appalachian State Teacher's College, comes from a famous North Carolina newspaper family. For three generations the family has published one of the state's leading weekly papers, The WATAGUA DEMOCRAT. Miss Rivers has a major in journalism and will edit the homemaker's section of the CAROLINA FARMER in addition to general writing duties.

"The new garbage disposal is VERY convenient—for YOUR mother's favorite recipes!"

Michigan Farms Test Cost of Electricity Use

How much does your electric range cost you? Will a milkhouse water heater cost too much to operate? Two farm families in Michigan with the help of the Cherryland Rural Electric Cooperative, Traverse City, Michigan, Consumers Power Company and Arthur W. Glidden, county agent, Grand Traverse County, Michigan, found out how much their electrical equipment is costing them.

In Glidden's words, this is the way the experiment is working out:

"Three months, tests show that costs of electricity vary from farm to farm even though the electric rate is almost the same. The milk cooler costs more at Gallagher's than it does at Bush's; the milker and the milkhouse water heater costs more at Bush's than it does at Gallaghers.

"Gallagher's brood their chicks late; putting their chicks under the brooder on April 30 this year. The brooder used $2.75 worth of electricity in 26 days. Bush's put about 150 lbs. of pork in the deep freeze.

"A little less electricity was used for lighting this month. Other costs are about the same. Note how cheaply the motor-driven equipment runs, i.e.; the refrigerator, the freezers, the water pump, milker, milk cooler, etc.

"The efficiency of an electric water system is worth noting. On the Gallagher farm all the water for a family of 12, plus 45 head of cattle, chickens and dairy use was pumped for $1.62. About 50 gallons of water was heated each day for 31 days at a cost of one penny for each 2¼ gallons. (Mr. Bush didn't try to measure his hot water)."

The Gallagher's and the Bush's are paying approximately $.022 kwh. How do you compare in energy use and costs?

"Here's the tabulation:

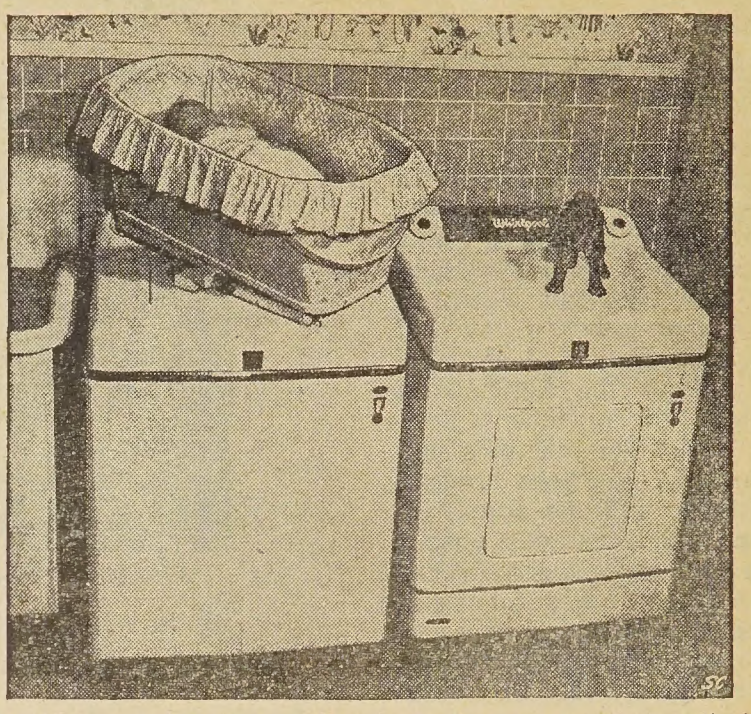
The Tabulation

	Bush Farm May 6 to June 6		Gallagher Farm April 26 to May 27	
Dates (inclusive)				
Electric Range (prepared meals for 31 days for—5 persons	$ 3.67	12 persons	$ 5.52	
Refrigerator, 9 cu. ft.	.57	7 cu. ft.	.53	
Home Freezer, 2—13 cu. ft. units	3.63			
Furnace blower	1.18			
Water Pumps House, All household use	.37			
Barn, all dairy and livestock use	1.21	House and Barn	1.62	
Heat Lamps in Poultry House (operated on Chilly nights for young chicks	.20			
Milk Cooler (15,314 lbs. milk)	2.85	(18,284 lbs. milk)	4.27	
Milkhouse Machine	1.08		1.95	
Milkhouse Water heater	4.85		.50	
Chick Brooder			2.75	
House Water Heater	9.95		6.50	
Lights, radios, iron, toasters, other small appliances, etc.	2.33		.75	
Total Bill	$31.89		$26.31	
KWH	1477		1198	

Lighter Moment at Tarheel Meeting

W. C. Carlton, Manager of Cartaret-Craven E.M.C., spins a tall tale at the Atlantic Beach meeting last month for (left to right) Leslie Rucker, Manager of Edgecombe-Martin E.M.C., W. T. Srisp, Executive Manager of Tarheell, John Shertzer of REA, and Jerry Anderson, Carolina Farmer editor.

Mechanical Baby Sitter



For babies under six months (not strong enough to climb out of their baskets) many mothers are finding that their automatic washing machine is a perfect mechanical baby sitter. The low gentle hum of the washer lulls baby to sleep while a load of clothes is being washed. Because the machine is so quiet the baby may be moved at any time without being awakened.

This tranquil household scene is actually a very busy one. Clothes are washing, clothes are drying, baby is sleeping, and the pup is "guarding" either himself or the baby. The clothes in the dryer beneath him need no attention.

Introducing

(Continued from Page 10)

would you think of a readers' question and answer column each month, which would give you a chance to share ideas and ask questions of your homemaking friends all over the state? I thought, too, that we might have a portion of a column each month devoted to scrapbook notes, prepared so that they can be easily clipped from the page and pasted in your notebooks for future reference.

Our young readers (I'm sure you'll agree) should be considered in preparing these pages. I have already initiated "The Farmer's Daughter" for your teen-age girls, but, if I'm to be really helpful to them, I need to know them. And how about suggesting that your juniors write me their ideas on a column just for them.

There are so many, many things we can gain from these homemaking pages. But I can't know how you feel unless you answer my monthly correspondence to you. Won't you write me your impressions of the articles appearing in the FARMER and suggest new ideas for future editions? My address is Box 2854, Raleigh, North Carolina.

I'll be watching my mail box.

The average time needed to grow a broiler out to market weight has been reduced from 12 to 10 weeks.

Land prices have climbed more rapidly in North Carolina since 1940 than in any other state.

There are 14 million acres of land in North Carolina capable of permanent cultivation, if properly managed.

Directors Meet

(Continued from Page 3)

session to lead a panel discussion on the recent reorganization of REA. Asher told the group that in the future REA will rely more and more on the experience of co-op leaders.

Asserting that by 1975 there will be five people to feed in this country for every four we feed now, Asher called on co-op managers to do everything possible to help farmers use electricity as a production tool.

On the second day, the group heard C. L. Cochran, executive assistant to Clyde T. Ellis, Manager of the 82nd Congress. Cochran expressed the belief that North Carolina's two Senators, had they chosen, could have saved the Buggs Island-Kinston transmission line.

The group re-named Lee Hatley, Morganton, to the board of the National Rural Electric Cooperative Association.

Farmer's Daughter

(Continued from Page 11)

The entertainment program looks like much fun—the James E. Strates Shows on the midway from 10 a.m. until midnight, George A. Hamid's revue, "Phantasies of 1952" at 7:30 each evening, and a display of fireworks each evening at 9:30. Folk Festival performances will be given twice each day. And then there are horse races, circus acts, automobile races, and, well, who knows what else.

I'll meet you at the waterfall.

Rural Exchange

FOR SALE: Blakemore Strawberry plants, $1.25 per hundred; $8.00 per thousand, P. P. Tom's Creek Farm & Nursery.

SWAP fine upright piano, Howe Computing Scale, Cream Separator for sheep or cattle and pay cash difference. F. Goodwin, Wadeville, N. C.

Marshall to Morehead

(Continued from Page 2)

to hearing co-op talk all the time anyway, have learned to jump at such opportunities for a brief vacation.

In this issue you will find the third installment of Dick Hausler's fine series on community development. We hope these articles will jar some rural communities in this state out of their complacency and set them on the road to doing something in the way of improvement. Your editors have long envied the splendid job of rural development being done by the community clubs in Tennessee. You get a nice feeling in that state as you ride along and see an attractive sign welcoming you to such-and-such community, then see all the obvious improvements that have been made—painted barns, white fences, amusement centers, etc. Wonder why the community club idea never caught on in North Carolina?

With rural electrification, good roads, and the promise of telephones, our communities can be made so attractive that our young people will *want* to stay on the farm. These young folks are the bloodstream of our agricultural economy — and census reports prove that we are losing them in great numbers. In this age the things that were good enough for grandfather, and for us, are not good enough for our children —and shouldn't be. Life today is geared to progress, and if we are to meet the challenge of the city we must offer our young people a way of life that is inviting and stimulating. And we can, if we will, do it; we've done bigger things—but none more important.

Washington Report

(Continued from Page 2)

the city "to give Con-Ed direct competition," much like federations of electric cooperatives have been doing.

This is not the first time that New York City has wrestled with its monopolistic electric baron. In 1932, when Consolidated Edison filed new rate schedules to raise revenues by $11-million, Commissioner Maurice P. Davidson of the Department of Water Supply, Gas and Electricity refused the utilities' contracts and began working on plans for a municipal power plant which would make electricity available in New York at 40 per cent lower rates. Within 60 days plans were designed for a $45-million plant to serve the heart of Manhattan mnicipally. Consolidated Edison immediately began negotiations which ended in withdrawal of the rate increase application and granting of a $9-million cut in New York's power bills. The City of New York alone saved $3-million.

Get Started

(Continued from Page 9)

munity-building program is at all successful.

Make A Survey

Each community leader at the first meeting should be urged to determine in his area what the community has in the way of assets and what it needs to get it booming. The county agent should have some ideas learned through his regular contacts with numerous people in the community. The rural electric co-op may be able to use a newsletter or other means to gather ideas from its members. The civic clubs may want to schedule a discussion of the assets and liabilities at an early meeting, or call special meetings to consider the matter. Newspapers and radio stations may wish to devote public service efforts to get suggestions sent directly to them or to the secretary of the new community progress association.

As a starter in summing up community assets and liabilities, you may wish to note the typical complaints about rural communities: (1) low income, (2) lack of services for health, recreation, and education, (3) poor housing, lack of electricity, modern plumbing, etc., (4) lack of job opportunities. These are generalities. A sound community progress program must, through the residents themselves, narrow them down to specifics in preparation for doing a job of competing with the cities for the interest of the young people.

THE CAROLINA FARMER

Presents a New Service for Its Readers

The

RURAL EXCHANGE

To help you

Buy, Sell, Swap or Borrow

Every farmer is a trader—has to be to get along. Every farmer has equipment, livestock, furniture, tools and other items he no longer uses and would like to sell or trade. Somewhere in North Carolina another farmer needs the same items. The problem is to get the two together. We propose to do this through **Rural Exchange** section.

Figure out the proposition you want to make and use the handy order form below to send it in. Typical ads might read like these:

FOR SALE—118-acre dairy farm. Good Condition. Possession now. Write Joe Doe, Somewhere, N. C.

FOR SALE—20 Hereford bulls. Also heifers. Write Joe Doe, Somewhere, N. C.

HERE'S YOUR CHANCE TO MAKE A TRADE WITH ONE OF THE 200,000 FARMERS AND HOMEMAKERS WHO READ THE CAROLINA FARMER EACH MONTH. SEND YOUR ORDER NOW.

Rates Below For

CO-OP MEMBERS ONLY!

Tear Off and Mail Promptly

USE THIS HANDY FORM

PLEASE PRINT CAREFULLY

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20

Figure out the proposition to yan to make, whether it is something you want to buy, sell or swap.

Write the words in the spaces above. If you fill all the spaces that will be 20 words. **Price for 20 words (or less) is $1.00 for each time you want your** ad run.

If your message takes more than 20 words, add 5 cents for each additional word. Remember, each initial or group of figures count as one word. (Don't forget to count your name and address in the ad.)

Perhaps you will want your proposition to appear in more than one issue. If so, just multiply the total by the number of issues you wish to order (a $1.00 ad for three issues would be $3.00.)

Fill in your name and address below, attach correct amount for ad and mail to RURAL EXCHANGE, The Carolina Farmer, Box 2854, Raleigh, N. C. Your ad will appear in the earliest issue possible.

• • •

Please publish above ad in THE CAROLINA FARMER beginning with earliest possible issue. (Payment must accompany ad. If you send check or money order, make payable to THE CAROLINA FARMER.)

YOUR NAME _____

YOUR ADDRESS _____

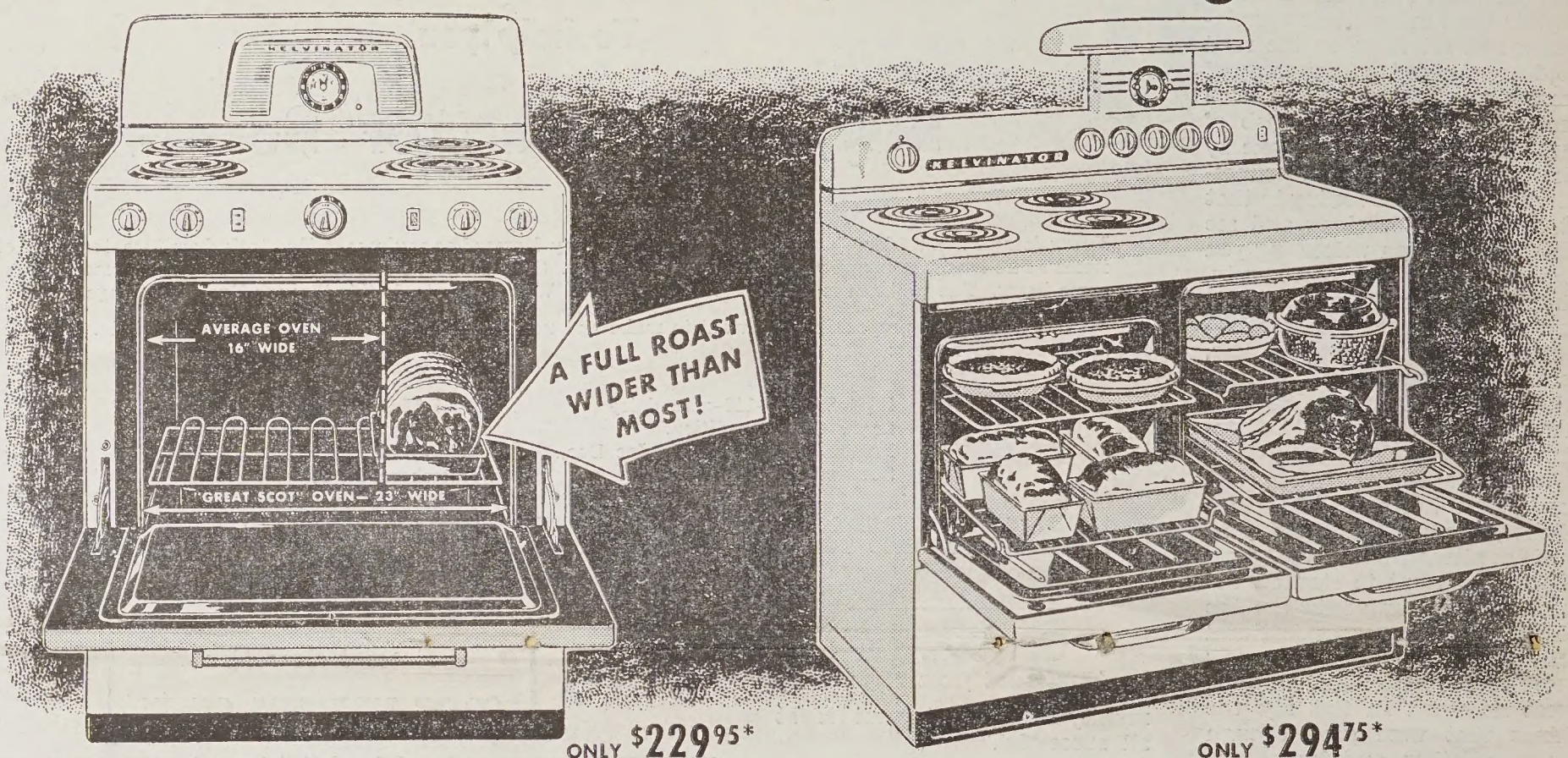
REA Co-op Member?_____(Note: This Special Rate of 5 cents a word applies only to N. C. REA co-op members and their families. Non-REA co-op members rate, 10 cents a word.

Tear Off and Mail Promptly

They're NEW! They're AUTOMATIC!

For easier, faster, big meal cooking

KELVINATOR electric ranges!



ONLY $229.95*
(ER-352 illustrated)

ONLY $294.75*
Price includes Lamp and Oven-Timer
(ER-3D illustrated)

NEW! KELVINATOR 30-INCH ELECTRIC RANGE WITH GREAT SCOT OVEN!

Look at that "Great Scot" oven! Great in size and Scotch in thrift, it is big enough to cook complete meals including a 22 lb. turkey . . . and with heat even enough to bake 10 loaves of bread at once . . . *without shifting pans!*

Here's amazing *new* electric speed, too! The oven pre-heats to 350° in 5 minutes. Broiler gets red hot in 10 seconds. The 4 high-speed surface units have 7 measured heats, instead of the customary 5, with controlled heat so low you can cook applesauce without water . . . or so fast you can scramble eggs in 3½ minutes!

GET ALL THESE DELUXE FEATURES AT ONE LOW PRICE!

- **Giant Oven!**
- **Exclusive "Heat Lock" Oven Door!**
- **Super-Fast Oven Pre-Heat!**
- **Automatic Oven-Timer!**
- **4 Extra-Fast Surface Units!**
- **7-Heat Surface Units!**
- **Full-Width Storage Drawer!**
- **Handy Appliance Outlet!**

NEW! FULL SIZE 2-OVEN RANGE AT A ONE-OVEN PRICE!

You'll be amazed at the low cost of this double oven Kelvinator electric range . . . and doubly pleased at its economical operation. The two big ovens let you roast and bake . . . or bake and broil at the same time. And with the oven-timer accessory, you can cook full meals automatically. Furthermore, Kelvinator oven heat is so steady, so even, you'll never have to shift your pies, cakes, or bread!

Designed especially for large quantity food preparation, the improved porcelain finish will withstand rugged usage . . . clean easier. Be sure to ask your Kelvinator dealer about this new two-oven range at a one-oven price!

HERE'S COOKING CONVENIENCE YOU'LL WANT!

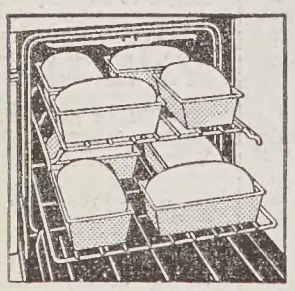
- **Two super-size ovens for baking and broiling!**
- **High-speed radiant broiler in each oven!**
- **Extra-fast oven pre-heat with automatic cut-off!**
- **4 high-speed surface units!**
- **7 exact, measured heating speeds!**
- **Big full-width roller drawer for storage!**
- **Handy appliance outlet!**

*Suggested price shown is for delivery in your kitchen. Installation, if any, state and local taxes extra. Price and specifications subject to change without notice.

5 REASONS WHY KELVINATOR IS A BETTER RANGE FOR YOU!

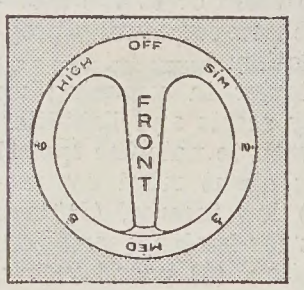
COOKS FASTER!

Unlike most electric ranges, *all* Kelvinator surface units are extra fast. Big oven hits 350° in 5 minutes!



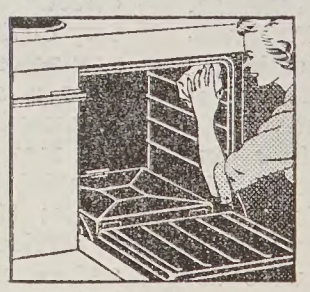
COOKS BETTER!

Kelvinator heat is so even, bread, cake, cookies bake perfectly . . . without shifting a pan. That's even heat!



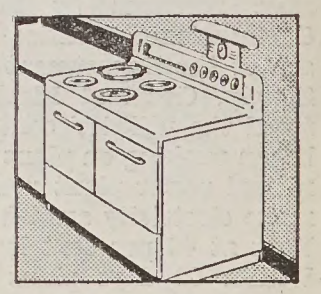
MORE ECONOMICAL!

You get 7 precise heats. Plus two separately controlled cooking areas on each surface unit to fit different utensils!.



CLEANS EASIER!

Improved porcelain enamel finishes . . . oven with round corners and wide spaces between shelf guides!



STYLED BETTER!

The rounded edges of the range top and inward-sloping front mean comfort and streamlined beauty for your kitchen!

THERE IS A BETTER ELECTRIC RANGE FOR FARM HOMES . . . IT'S **Kelvinator**

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan